35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 7, 1961

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RADIO is a helping hand

Only Radio is the sound at our shoulder that guides us throughout the day.
Only Radio gives us knowledge we need—quickly, completely, reliably.
And, only Spot Radio lets you pinpoint your message at the time and place precisely right for you.

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	WIP	Philadelphia
WGN	Chicago	KPOJ	Portland
WFAA	Dallas-Ft. Worth	WJAR	Providence
KDAL	Duluth-Superior	WRNL	Richmond
KPRC	Houston	KCRA	Sacramento
WDAF	Kansas City	WOAI	San Antonio
KARK	Little Rock	KFMB	San Diego
WINZ	Miami	KMA	Shenandoah
WISN	Milwaukee	KREM	Spokane
KSTP	Minneapolis-St. Paul	WGTO	Tampa-Lakeland-Orlando
		KVOO	Tulsa

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WTReffigies Wheeling

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Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

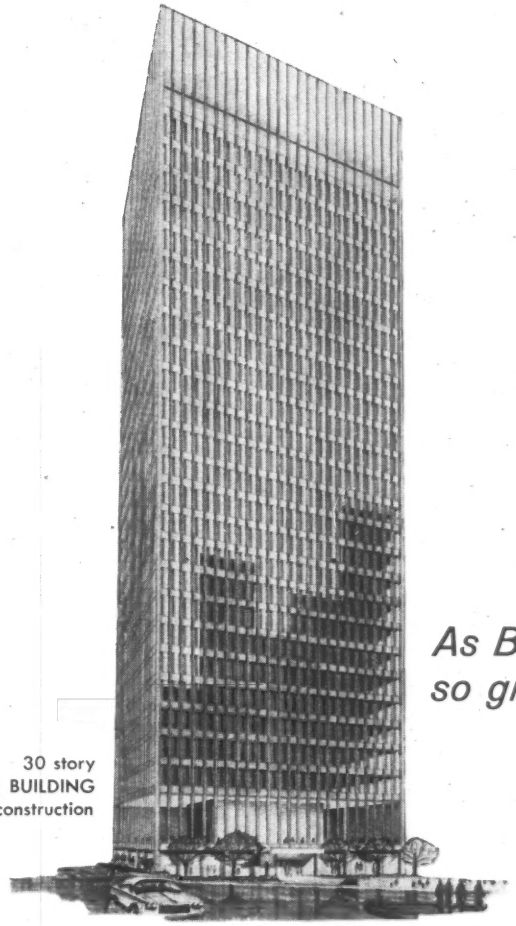
wtrf NB tv

316,000 watts NB network color

CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



30 story
BLAUSTEIN BUILDING
now under construction

As Baltimore grows
so grows WCBM

WCBM—Specialists in Adult Radio—reaches the ever-expanding audience of DECISION MAKERS

Everywhere you go in Baltimore and its vast suburban area you see growth . . . BIG GROWTH . . . more homes, more stores, more shopping centers, more construction of all types including the $100,000,000.00 Charles Center in downtown Baltimore. BIG GROWTH means BIG SALES for all products and services! Keep pace with this amazing growth through WCBM . . . the radio station that is growing with a growing Baltimore! Reach the ever-increasing ADULT audience . . . the DECISION MAKERS you must reach if you want your sales to grow in Baltimore.

WCBM

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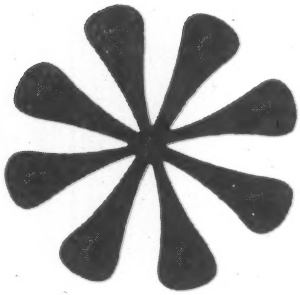
10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

You Can't Miss



Your message on KRLD-TV reaches more homes in the Dallas-Fort Worth market than on any other station. The June, 1961 ARB Market Report shows KRLD-TV far ahead of the field. For instance, in the Average Quarter-Hour Homes Reached Survey, 9 a.m. to Midnight, Sunday through Saturday, Channel 4's share was 39.2% greater than that of Station B, 27.2% greater than Station C, and 246.4% greater than Station D.

Reach the Dallas-Fort Worth market EFFECTIVELY With Channel 4.

KRLD-TV

Represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Come again

Northwestern U. Law School was so pleased with seminar on broadcasting regulation it sponsored last week (see page 62) that it asked some seminarians to come again. When NAB President LeRoy Collins, during seminar, suggested fall conference of broadcasters and FCC to thresh out program and regulation problems, FCC Chairman Newton Minow endorsed idea, and Northwestern Law School dean, John Ritchie III, promptly invited conference to meet at Northwestern.

ABC-TV made video tapes of Northwestern sessions and will offer them to all stations, affiliated with ABC-TV or not, as well as to other networks. Leonard Goldenson, president of ABC's parent AB-PT, and Ollie Treyz, ABC president, attended seminar as observers. They figured it cost ABC $10,000 for tape recording.

Getting ready

U. S. Census Bureau, anticipating storm of squawks over its new and shrunken radio-homes saturation of 91.3% for 1960 census (see story page 82), is considering special study of homes that reported they had no radios in working order. Do-it-yourself census method in 1960 had no built-in accuracy check of answers in housing-appliance questionnaire.

Specials for specials

Rising esteem of news specials as vehicles for special advertising pushes was seen Friday with report that Elgin Watch Co. had signed for three hour-long actuality programs on NBC-TV to promote watch-giving at Christmas. Advertisers usually have favored entertainment shows or print spreads for such special promotions. Elgin programs will be seen Nov. 28, Dec. 7 and Dec. 15 in prime-time. McCann-Erickson, New York, is agency.

Network representation

For first time in years a network-owned station representation organization is thinking of taking on new station clients. It's CBS Radio Spot Sales which would add couple of clients if right stations came along. They'd be replacements for two recently lost: WRVA Richmond and KSL Salt Lake City.

NBC Spot Sales which now represents no stations except network's own also is reported "willing" to add outsiders. FCC ban against non-owned television station representation by networks does not apply to radio. At moment CBS Spot represents WBT Charlotte, WTOP Washington and KOIN Portland, Ore., in addition to network's o&o's.

Return of the native

Climate at FCC hasn't been such in recent years that New Dealer James Lawrence Fly, 1939-1944 FCC chairman, would feel at home. Attitude in recent months has changed, so Mr. Fly presumably now feels more at ease about visiting his old battleground. Last Monday he had private lunch with Chairman Minow, and on Tuesday said hello to many former colleagues—commissioners and staff. Former chairman was in Washington for national bridge tournament.

Votes for violence

Touring hinterlands during past few weeks have been radio-tv program and account executives at number of agencies involved in action-adventure series slated on networks next season. Reason: some stations are showing reticence about carrying "too many" so-called "violent" programs, particularly new ones, in current anti-violence climate. Agencymen's mission is to convince reluctant stations that these programs are suitable fare.

Another monopoly probe?

Capitol Hill observers are speculating that Senate Antitrust and Monopoly Subcommittee will pick up where Senate Juvenile Delinquency Subcommittee leaves off in its inquiry into tv crime and violence. Question of monopoly control by networks has been raised in charges of Ziv-UA officials, at juvenile delinquency hearings. Ziv-UA said networks have virtual control of airwaves and use their power to dictate terms to independent producers. And one of Juvenile Delinquency Subcommittee members is Sen. Estes Kefauver (D-Tenn.), chairman of Antitrust Subcommittee, which has been zealously investigating similar complaints in other fields.

Jingle king

Richard H. Ullman Inc. may become exclusive sales agent for CRC jingles produced by Commercial Recording Corp. of Dallas. If contract is signed (perhaps this week), Ullman will be biggest jingle peddler in country. It already handles jingles made by IMN, Target and Ev Wren Productions. CRC jingles are mostly station promotion spots.

News nears profit

Radio Press International, voice news service which 18 months ago had 14 station clients and was deeply in red, today has 80 station subscribers in U. S. and Canada and is doing volume of roughly half million—close to break-even point. R. Peter Straus, president (and also president of WMCA New York), and Michael J. Minahan, general manager, last week indoctrinated members of FCC and of its Broadcast Bureau with purpose, scope and aspirations of RPI. Service is designed for independent non-network stations and is provided through 100 global correspondents, with key bureaus maintained in London, Washington and New York.

Profitable exile

Goar Mestre, Cuban broadcaster whose CMQ radio and tv networks were commandeered by Castro as one of dictator's first acts, has achieved success in Buenos Aires. For several months his ch. 13 station (half-owned by CBS), which has been on air since October 1960, has been No. 1 in audience in four-tv station market—largest in Latin America, with 850,000 tv homes. With him are 14 Cubans formerly on his CMQ staff to whom he gives major credit for his success in Argentina.

Program form hearing?

Those complicated program reporting forms that FCC proposes to add to license applications may be headed for congressional investigation. Rep. William Avery (R-Kan.) is behind move to get audience for protesting broadcasters before House Small Business Committee's Subcommittee No. 6 which may hold hearings on other radio-tv subjects (see story page 74). Rep. Avery wants to explore question whether proposed forms threaten censorship. He also wants Congress to be shown how much clerical work preparation of forms would entail.

South American way

Broadcasting has representative on delegation of businessmen-observers at Inter-American Economic and Social Council meeting this week in Uruguay. He's Theodore F. Koop, CBS Washington vice president. There are 14 in observer group which is attached to official U. S. government delegation.

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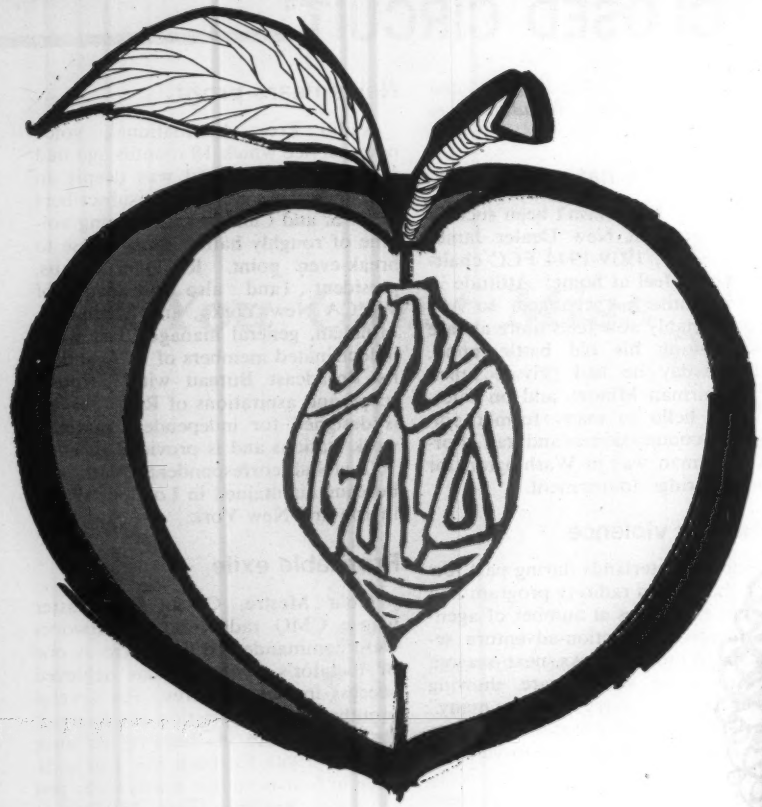

A because Atlanta is different from Milwaukee . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WITI-TV now leads in prime time.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

It's SRO around the television networks, outside of a few scattered bits. All this despite the enthusiastic advance belittling of the autumn program lineup by assorted critics. Production costs are at a peak. See . . .

TV NETWORKS NEAR SRO . . . 35

He's controversial, this man Collins. As NAB president, Florida's ex-Governor has spoken out on some delicate matters. Lately he's been in the FCC program-form fight. His own views in his own words. See . . .

THE COMMENTS OF COLLINS . . . 64

The 1960 U. S. Census has what at first glance appears to be bad news for radio—a drop in home saturation of over 4% in a decade. A careful analysis of the figures, however, points to an apples-oranges comparison. See . . .

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Television continues to offer attractive prospects to capital. Last week the FCC approved $30 million in station sales, topped by WKBW Buffalo aural-video purchase and important am-fm Paterson, N. J., transfer. See . . .

$30 MILLION BUYS OKAYED . . . 90

Gutty problems of broadcast regulation were kicked around by experts, including FCC Chairman Minow, at two-day seminar held by Northwestern U. Chairman figures test of First Amendment could solve basic issues. See . . .

CENSORSHIP—BEFORE, AFTER . . . 62

Once again the FCC has shifted a renewal hearing to the hustings. And the community, Lewisburg, Pa., couldn't care less about the government goings-on in the case of the FCC vs. WITT. The audience—one. See . . .

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Speaking of regulation, the North Dakota Broadcasters Assn. would like Mr. Minow to know there really are two sides to many questions. Succinct comments dealing with seven of the more controversial issues. See . . .

OPEN LETTER TO MR. MINOW . . . 78

Tv's a real bargain for advertisers—that is, if the commercial has a good creative idea. Leo Burnett, one of advertising's top-drawer people, tells Chicago conference the right selling approach is basic. See . . .

IDEA MAKES THE TV AD . . . 42

Want to get into uhf? The FCC's offering attractive bait in an effort to lure applicants into the upper part of the tv spectrum. A ducks-in-a-row explanation of exactly what's going on along Petnnsylvania Ave. See . . .

CHANCE FOR UHF BUILDUP . . . 54

Spot business will be easier to transact, according to the format of Broadcast Clearing House. This automated billing service is slated to start early next year. Others are contemplating similar spot services. See . . .

CLEARING HOUSE FOR SPOT . . . 38

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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3 OUT OF 4!!

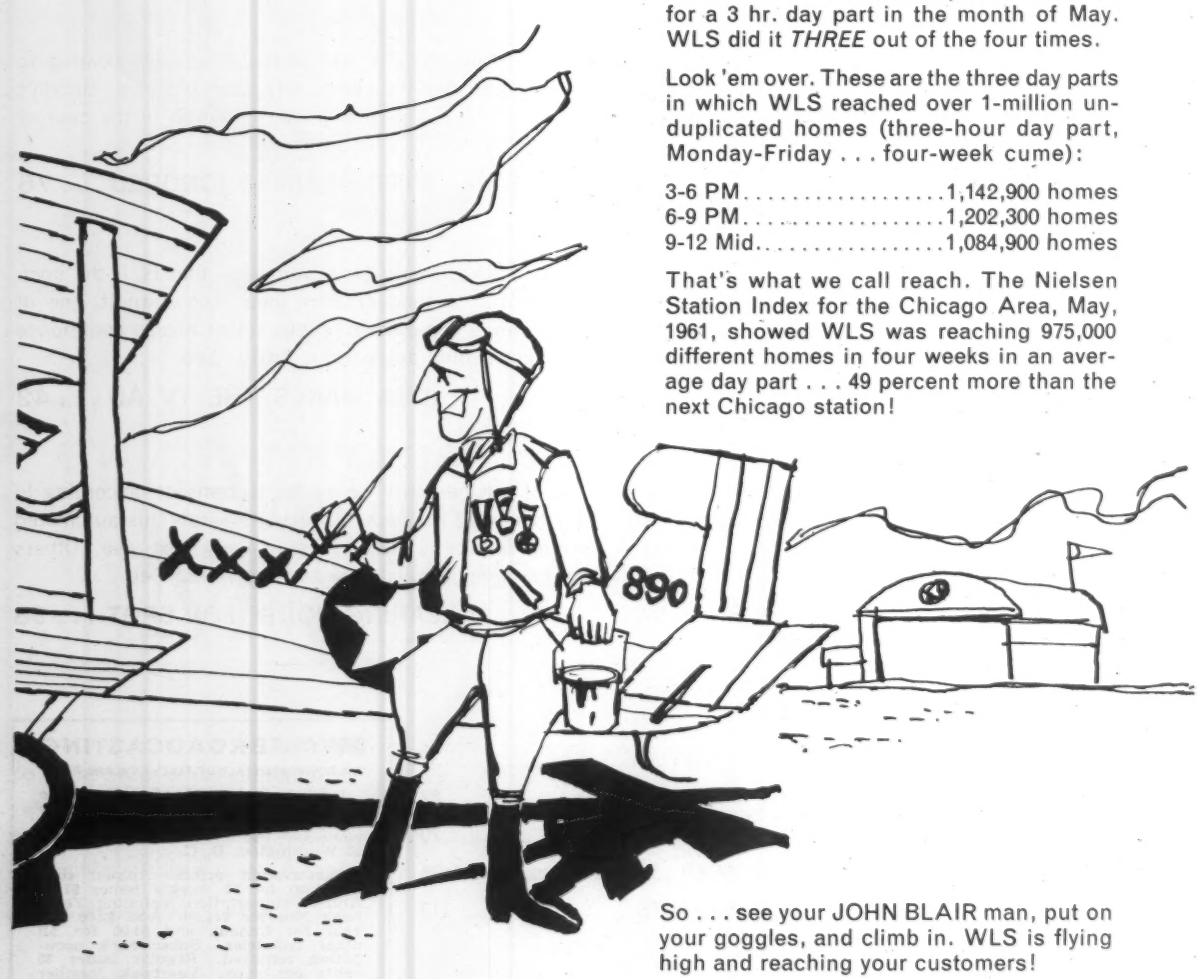
THAT'S WHAT WE CALL "REACH"!

There were only *FOUR* instances of Nielsen-surveyed stations in the U. S. reaching more than 1-million unduplicated homes for a 3 hr. day part in the month of May. WLS did it *THREE* out of the four times.

Look 'em over. These are the three day parts in which WLS reached over 1-million unduplicated homes (three-hour day part, Monday-Friday . . . four-week cume):

3-6 PM.....1,142,900 homes
6-9 PM.....1,202,300 homes
9-12 Mid.....1,084,900 homes

That's what we call reach. The Nielsen Station Index for the Chicago Area, May, 1961, showed WLS was reaching 975,000 different homes in four weeks in an average day part . . . 49 percent more than the next Chicago station!



So . . . see your JOHN BLAIR man, put on your goggles, and climb in. WLS is flying high and reaching your customers!

WLS

Owned and operated by
AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

Vermont tv saturation

Vermont had 87.8% tv home saturation in April 1960, according to first state figures released by U. S. Census Bureau. Bureau found 90,019 homes had one tv set, 7,325 had two or more sets.

Census Bureau found 102,736 of 110,732 homes had one or more radios, or 92.8%. This compared with 96.8% saturation in 1950.

90 NFL games scheduled for telecast by CBS-TV

CBS-TV is prepared to announce today (Aug. 7) that it will televise at least 90 games of nine National Football League teams this season. Decision is in wake of federal court decision nullifying NFL's $9.3 million, two-year "package plan" contract with CBS-TV (BROADCASTING, May 1 and July 24) and football league's subsequent unsuccessful appeal of decision.

Nature of network's coverage of games this season is similar to provisions of last year's contracts with NFL. Teams to be covered include New York, San Francisco, Detroit, Los Angeles, Chicago, St. Louis, Green Bay, Philadelphia and Dallas. Ford Motor Co. and Philip Morris will sponsor games nationally, with American Oil Co., Falstaff Brewing Co., P. Ballantine & Sons, Theo. Hamm Brewing Co., and Sun Oil Co. as regional advertisers.

RTES may change mind on sponsoring awards

Radio & Television Executives Society, N. Y., will not launch own radio-tv awards program next October, as previously announced (April 19).

Matthew J. Culligan, RTES president, has confirmed report that awards project has been postponed for re-examination. Original plan was to make awards in 25 categories.

Mr. Culligan expressed group's second thoughts on awards: "Our business gets a lot of criticism, and sometimes the giving of awards magnetizes criticism." Without indicating when first awards would be issued, if at all, he added that "we would like to better the awards situation in the broadcasting business." RTES in April ended four-year association as host of annual Peabody Awards.

MINOW CHARGES 'REWRITING'

Pierson denies intent to persecute FCC chairman, gains Jaffe support in rebutting Minow position

FCC Chairman Newton Minow took "vigorous exception" to what he felt was "violently imperfect rewriting" of both his recent NAB speech and his other views by Theodore W. Pierson, partner in Washington law firm of Pierson, Ball & Dowd, in Pierson paper presented Friday morning at Northwestern U. Law School symposium.

Mr. Pierson's basic legal thesis was that FCC program review is illegal censorship and he observed that "the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found one long boring day and night before his tv screen" (see page 62).

But FCC chairman felt Mr. Pierson's "anger" should be with law and not with commission or chairman. He suggested Mr. Pierson should realize that "the power of broadcasting today is centralized in the hands of a very few people" and it is FCC's intent to break that. "If the law is wrong, it should be taken to court and changed," Mr. Minow asserted.

Nothing Personal ▪ Later, Mr. Pierson said that during meeting break Chairman Minow expressed feeling Pierson paper was personal attack and for record he is sorry FCC chairman mistook his intent which certainly was not personal. Mr. Pierson said issues far outdate Mr. Minow who only picked up "tools" he found lying around at FCC and applied them more assiduously than anyone else since former Chairman James Lawrence Fly. Mr. Minow replied that he understood.

Mr. Pierson's position—denying FCC's claim it can legally link program responsibility to "privilege" of broadcast licensee, to operate in "public domain" frequencies—was saluted by Harvard Law School's Prof. Louis L. Jaffe, who said, "I deplore this use of privilege to censor." Prof. Jaffe, however, felt this is not "central issue" and said he hopes Mr. Minow will recede some and "stake his flag at the scarcity argument." It was Prof. Jaffe who previous day had spied possible constitutional defects in Mr. Minow's lengthy dissertation on censorship.

Prof. Jaffe said that because of scarcity factor he can see no censorship violation in broad requirement for balance in "services" or types of programs, despite his basic high regard for all media "of free speech."

Scarcity argument, however, was countered by Mr. Pierson, who noted there actually are three times as many stations as newspapers, yet broadcasters do not enjoy same freedom as press. Only limitation permissible should be natural economic law, Mr. Pierson indicated.

Depends On Person ▪ To questions, Prof. Jaffe said it is "impossible" to define "good" television and in ultimate analysis all programs are good programs, depending on who is looking at them.

Commenting on Thursday talk by NAB President LeRoy Collins, Prof. Jaffe said he likes idea of "diversity and balance" in programming by market rather than by station but admitted this concept has administrative problems for FCC.

Expressing concern about what FCC is going to do about regulating network, Prof. Jaffe felt networks already "are moving in the direction of providing exactly the kind of programs that the FCC wants." He was worried lest FCC revert to some outdated chain broadcasting view and stifle progress now unfolding. He said he feels chain regulation issue would become most important problem before FCC in near future.

NAB Board Chairman Clair McCollough told meeting he is "tremendously impressed" with symposium and particularly with contribution by Prof. Jaffe. Mr. McCollough said he intends to "pursue" Harvard teacher for possible legal work for NAB.

King Skeptical ▪ As ideological exchange intensified, former FCC member Charles H. King observed that "if this group can't agree on the issues, how can we expect any centralized council to do so." Allusion was to advisory group proposed for FCC by Dean Roscoe L. Barrow of U. of Cincinnati Law School.

Mr. King said he also is "pleased" to hear Prof. Jaffe's position questioning concept of broadcaster's "public trust" responsibility merely because he is li-

more AT DEADLINE page 10

censed on airwaves. Mr. King recalled basic law school training that went against concept of public "ownership" of airwaves because, to be owned, something must be reducible to possession.

Fairfax Cone, executive committee chairman of Foote, Cone & Belding, criticized attacks on tv by witnesses like George Jessel and Worthington Minor during FCC's program hearing in New York in June. Mr. Cone said, "It's just plain untrue" that rating services never call anybody or that sponsor contracts specify so many killings in programs. Mr. Cone was upset at distorted picture of tv and advertising public gets through play of such stories in press.

Mr. Cone said he personally feels "advertisers should be involved in no way with programs" and observed that "the magazine concept is really almost here." He said only bare handful of full-program sponsorships are left in tv today.

Quaal, Collins Disagree ▪ WGN Inc. Executive Vice President Ward Quaal disagreed with NAB President Collins' ideas on specialized stations and felt "every station does have an obligation to provide balanced programming." Otherwise backing Gov. Collins, Mr. Quaal said NAB codes have "done a tremendous job."

Time Inc. Vice President Sig Mickelson said that on basis of his former CBS experience he can say with authority that advertisers exercise no control over information programs ("negligible" negative control, if any) and only "minimum" control over other type shows.

Consultant Morris Novik, emphasizing concern over decay of radio programming, said he can't wait another 30 years for court ruling on free speech issue. "Chairman Minow is right in the law until he is challenged in the courts," Mr. Novik asserted. He added that he feels proposed fall radio conference should be called by FCC itself, not by outside group.

John W. Guider, president of WMTW-TV Poland Spring, Me., felt two-day meet had "cleared the air" of many misconceptions and wished all licensees could have attended.

Peter Goelet, president of National Audience Board, expressed appreciation for wide industry support in his group's mission to tell positive side of broadcasting to public. He hoped for "qualitative" ratings in addition to present quantitative measurements to aid tv progress.

Curtis buys NBC-TV pieces

Three NBC-TV participating shows for next season are nearer sell-out status with order Friday (Aug. 4) from Helene Curtis industries for segments in *Saturday Night at the Movies, 87th Precinct* and *Dick Powell Show*. Agency: Edward H. Weiss Co., Chicago. (See story on fall season, page 35).

Meanwhile, NBC-TV picked up additional summer order from Procter & Gamble, through Benton & Bowles, for minutes in *Laramie* and *Michael Shayne*. P&G's schedule starts this week and continues through mid-September.

'Lite Diet' defies FTC

Advertising of "Lite Diet" bread trademark will continue despite July 28 FTC order banning its use.

Bud Fox, president of Bakers Franchise Corp., New York, announced Friday (Aug. 4) that pending decision on appeal in federal courts, more than 100 licensees of special formula bread will have continued support of uninterrupted advertising schedule in newspapers, tv and radio. Mogul, Williams & Saylor, N. Y., is agency.

Network regulation again asked by FCC

FCC has renewed its plea to Congress for authority to regulate networks. Commission said its present regulatory authority, which extends only to individual station, is not sufficient to assure that airwaves will be used in public interest.

Request was contained in Aug. 1 letter to Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee. Letter, being released by senator's office today (Aug. 7), adds that authority to license networks, proposed by some congressmen, is not necessary.

Commission's letter was in response to series of questions put to FCC by Sen. Pastore in April, and amounts to progress report on status of its continuing study of networks. Sen. Pastore said he wanted information to help him in preparing program for his subcommittee.

MGM-TV plans legal drama

MGM-TV said Friday (Aug. 4) it is developing hour-long series for 1962-63 season based on life of Jake Ehrlich, famed San Francisco criminal lawyer, entitled *33 Montgomery*, address where Mr. Ehrlich does his business. Series will be "non-violent" legal drama. Format is being developed by E. Jack Neuman, who wrote pilot for *Dr. Kildare*, MGM-TV-produced show starting on NBC-TV in fall.

United votes to buy 12 Friendly outlets

Stockholders of United Printers & Publishers Inc., Boston, voted (404,253 to 8,397) approval late Aug. 3 for acquisition of Friendly Group's 12 broadcasting properties (BROADCASTING, July 24).

New York stockholder Bertram Field (owns 100 shares of United Common) protested proposed acquisitions at company's annual stockholders meeting at Dedham, Mass., and said through his attorney, Mortimer Shapiro, New York, that he has filed suit against company in Delaware (where United is incorporated).

Among Mr. Field's complaints: United is overpaying for stations and did not list full extent of their indebtedness on proxy statement. He also charged Friendly Group owes $900,000 to Follansbee Steel Corp., which is controlled by Louis and Jack Berkman, who in turn hold several thousand shares of United.

Friendly Group (WSTV Inc. and WPIT Inc.) includes WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W. Va.; WRGP-TV Chattanooga, Tenn.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; and WRDW-TV Augusta, Ga.

United, which makes greeting cards and specialty items, is offering $1,350,000 and transfer of an estimated 175,000 shares of company stock for stations.

Application for approval has not yet been filed with FCC.

Conferees okay FCC money

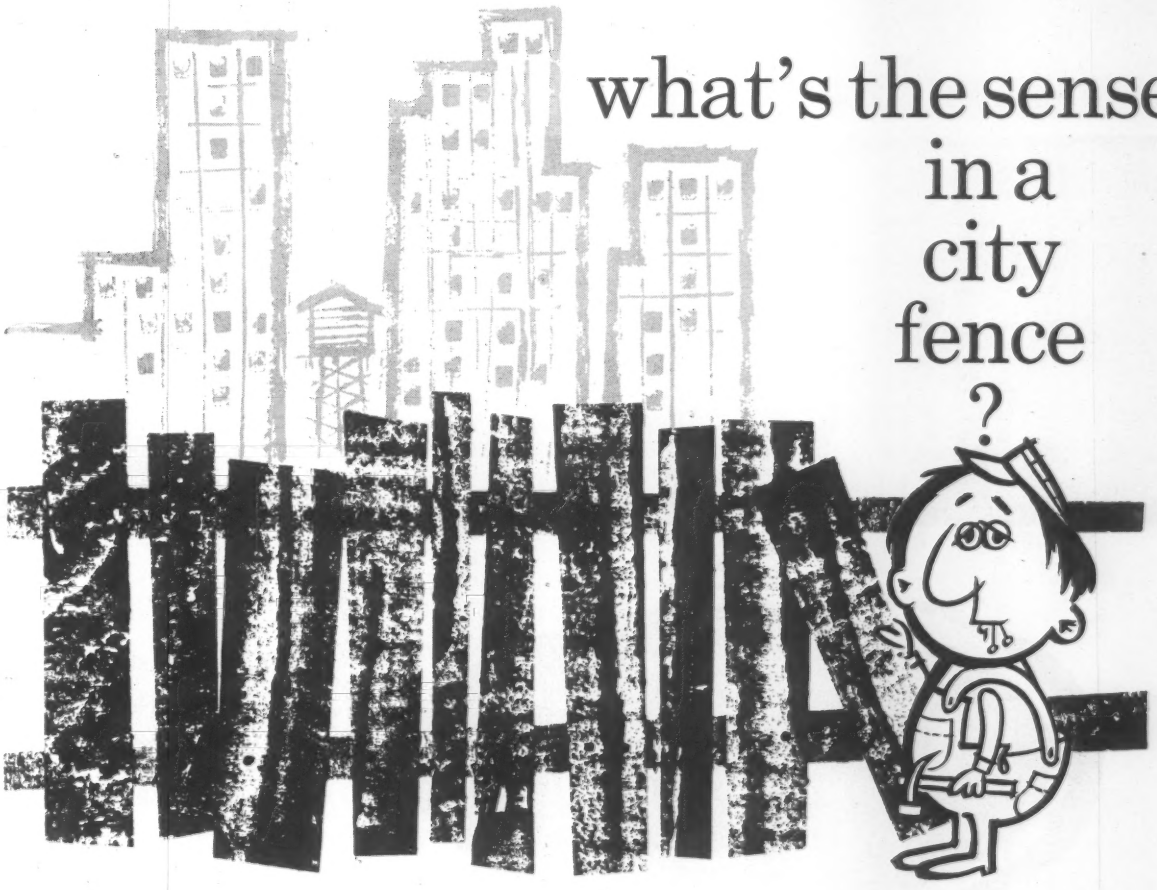
FCC's full budget request of $12,525,000 was approved Friday by Senate-House Conference Committee. Action, which goes back to both Houses for final vote, represents victory for Senate. Upper chamber had voted to grant commission its total request after House cut it by $125,000 (see earlier story, page 74).

Senate names conferees

Senate on Friday appointed its members of joint Senate-House conference committee to work out differences between FCC-reorganization bills passed by both chambers (see earlier story, page 74).

Named to Senate delegation were Sens. John O. Pastore (D-R.I.), Strom Thurmond (D-S.C.), Gale McGee (D-Wyo.), Clifford Case (R-N.J.), and Norris Cotton (R-N.H.). All are members of Communications Subcommittee.

House will appoint its conferees this week.

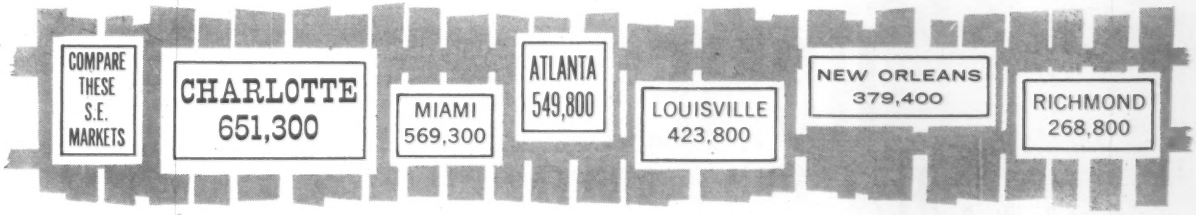


*the Charlotte TV MARKET is First in the Southeast with 651,300 Homes**

Building a fence around a city makes as much sense as using the Standard Metropolitan Statistical Area concept of market evaluation.

Proving the point: Atlanta and Miami have SMSA populations of 1,017,188 and 935,047. The Charlotte SMSA population is 272,111 by comparison . . . **BUT the total Charlotte TV Market is first in the Southeast with 651,300 TV Homes.***

Nailing it down: WBTV delivers 55.3% more TV Homes than Charlotte Station "B."**



WBTV

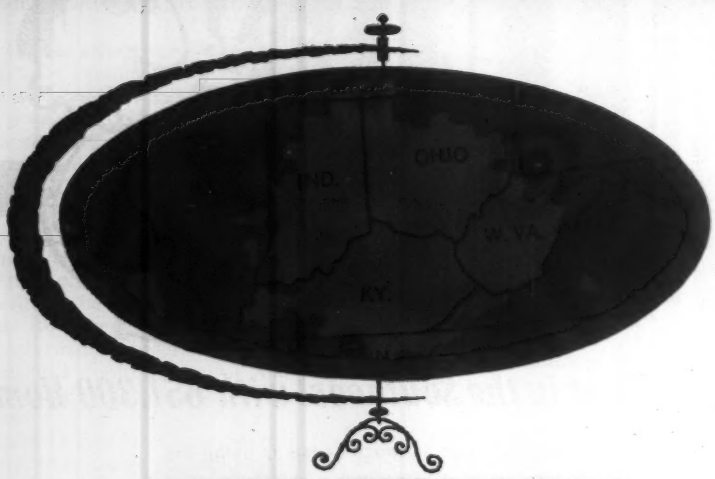
CHANNEL 3 CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising TvAR Representatives, Inc.

* Television Magazine—1961

** ARB 1960 Coverage Study—
Average Daily Total Homes Delivered

WLW RADIO now n



NOW REACHES OVER 100,000 HOMES

. . . 91% ADULT AUDIENCE

PER AVERAGE ¼ HOUR 6 AM TO 6 PM

WLW Radio daytime audience has soared to Number 2 spot in the Nation among the more than 4,400 U.S. Radio Stations! That's quite a position—second to one!

And in Cincinnati, WLW still overwhelmingly holds the first place crown—70% of the daytime total audience and 35% of the daytime metropolitan Cincinnati audience.

So when you're buying Radio time, take a good look at these figures and charts . . . and you'll see why you should call your WLW Representative . . . you'll be glad you did!

WLW Radio Nation's Highest Fidelity Radio Station

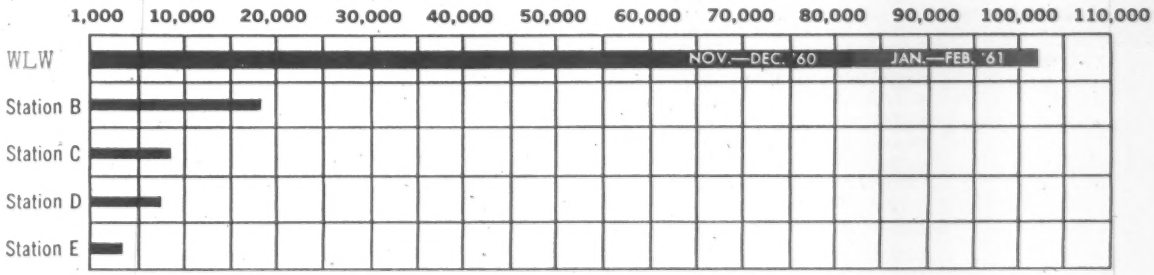
number ONE in Cincinnati

number TWO in the nation

in total audience per average ¼ hour 6 AM to 6 PM

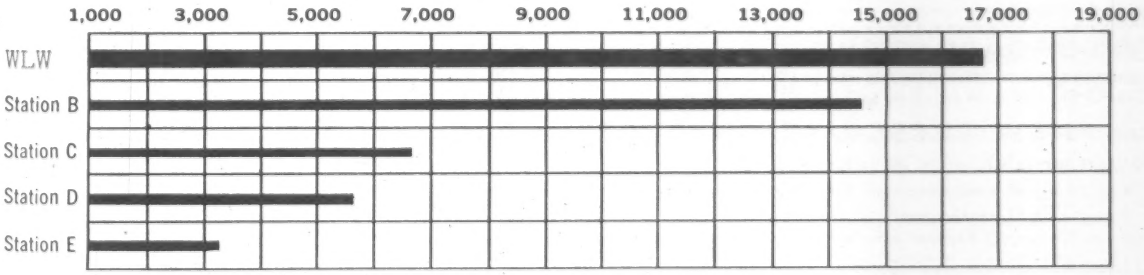
TOTAL AUDIENCE OF CINCINNATI RADIO STATIONS (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM.



CINCINNATI AUDIENCE (January–February 1961 NSI)

Number of Radio Homes Reached Per Broadcast—Average ¼ Hour Per 3 Hour Day Part—6 AM to 6 PM—projected against 320,000 radio homes in metro Cincinnati.



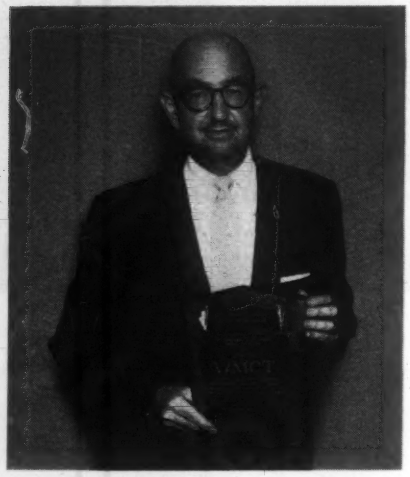
WLW Radio Nation's Highest Fidelity Radio Station · Crosley Broadcasting Corporation

WMCT MEMPHIS

Z O O M S

ZESTA SALES

WINS MAJOR AWARD



Earl Moreland, WMCT Station Manager holds the citation which reads:

1st PLACE AWARD
South Central Region

"THE STRIETMANN BISCUIT COMPANY" awards this plaque to station WMCT. In competition among thirty-one stations in fifteen markets, station WMCT combining an imaginatively conceived, superlatively executed promotion plan with outstanding selling strength accounted for the largest sales increase in Strietmann's South Central marketing area during the period September through December 1960."

INVEST YOUR ADVERTISING DOLLARS WITH THE STATION THAT SELLS MORE PEOPLE OVER A LARGER AREA THAN ANY OTHER MEMPHIS TELEVISION STATION.

WMCT, MEMPHIS · CHANNEL 5 · NBC

National Rep. BLAIR TV

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*

company name

address

city zone state

Send to home address——

* Occupation Required

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

AUGUST

Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn.; FCC Commissioner Robert T. Bartley and Sen. Herman Talmadge (D-Ga.). King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—Texas Associated Press Broadcasters Assn., fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 12—**New Mexico Broadcasters Assn.,** meeting. Alvarado, Albuquerque.

Aug. 15—Reply comments due on FCC rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Aug. 18-19—**Oklahoma Broadcasters Assn.,** meeting. Lake Murray Lodge, Ardmore.

Aug. 21-30—**ABC Radio Affiliates Meetings.** A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—**Annual Defense Communications Seminar,** National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—**Broadcasters Sales Management Conference,** sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public serv-

NAB fall conferences

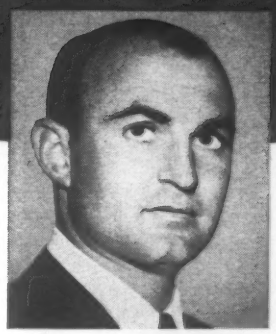
Oct. 13—Hotel Jefferson, St. Louis
Oct. 16—Sheraton-Dallas, Dallas
Oct. 18—Hotel Utah, Salt Lake City
Oct. 20—Sheraton Palace, San Francisco
Nov. 10—Somerset Hotel, Boston
Nov. 13—Pittsburgh Hilton, Pittsburgh
Nov. 15—Hotel Leamington, Minneapolis
Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

"Warner's 'Films of the 50's' help us

OUT-PULL SIX COMPETITORS

IN THE COUNTRY'S TOUGHEST COMPETITIVE MARKET

says Mal Klein Vice President, General Manager, KHJ-TV, Los Angeles, California



MAL KLEIN

"This summer, the Seven Arts feature films are producing high ratings you'd be proud to get in the fall! These powerful attractions have given us what we needed to hold a lead in a town where leads are traditionally hard to hold.

"We're using Warner's 'Films of the 50's' on our 'Theatre 9', right smack in the middle of Los Angeles' Sunday night prime time. The show was sold out before we started, and you can see from the ratings what these Warner pictures are doing for our participating advertisers."

ARBITRON AVERAGE SHARE

Four Sundays, June 11, 18, July 2, 9, 7:30-10:15 p.m.

	4-week Average Share
KHJ-TV showing Springfield Rifle, Hondo, Rebel Without a Cause, The High and the Mighty	36%
STATION A	25%
STATION B	12%
STATION C	3%
STATION D	18%
STATION E	4%
STATION F	2%

Warner's films of the 50's... Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris... Gene Kelly directing...
Theatre—"Gone with the Wind" in preparation...
Television—Distribution of films for T.V., Warner's "Films of the 50's"...
Literary Properties—"Romancero" by Jacques Deval...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction...

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

What they see on WJAC-TV

THEY BUY!

If you're driving for better sales in the Johnstown-Altoona market, you'd do well to take a "test ride" on WJAC-TV.

More people watch WJAC-TV than any other station, according to both ARB and Nielsen. But, more important, these people go out and buy the products they see on WJAC-TV.

Put yourself in the driver's seat, with a selling campaign on WJAC-TV!

For Complete Details, Contact:

HARRINGTON, RIGHTER AND PARSONS, INC.

New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

ice programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 7-8—Start of RAB management conference in eight cities (see schedule in box below).

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

Sept. 14-16—**Michigan Assn. of Broadcasters fall convention and business meeting.** Hidden Valley, Gaylord, Mich.

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—**American Women in Radio & Television,** southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—**UPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 21-23—**Advertising Federation of America,** 10th district convention. Hotel Mayo, Tulsa.

Sept. 22—**Radio & Television Executives Society,** newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

*Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—**Radio Television News Directors Assn.,** 15th international convention.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

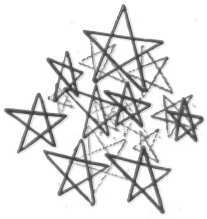
Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

KBIG sells to more adults per minute, per dollar in all 8 Southern California counties than any other radio station.

JOHN POOLE BROADCASTING COMPANY, INC.
6540 Sunset Blvd., Los Angeles 28, Calif.
HOllywood 3-3205
National Representative: Weed Radio Corp.

WPEN HAS THE STAR PERSONALITIES

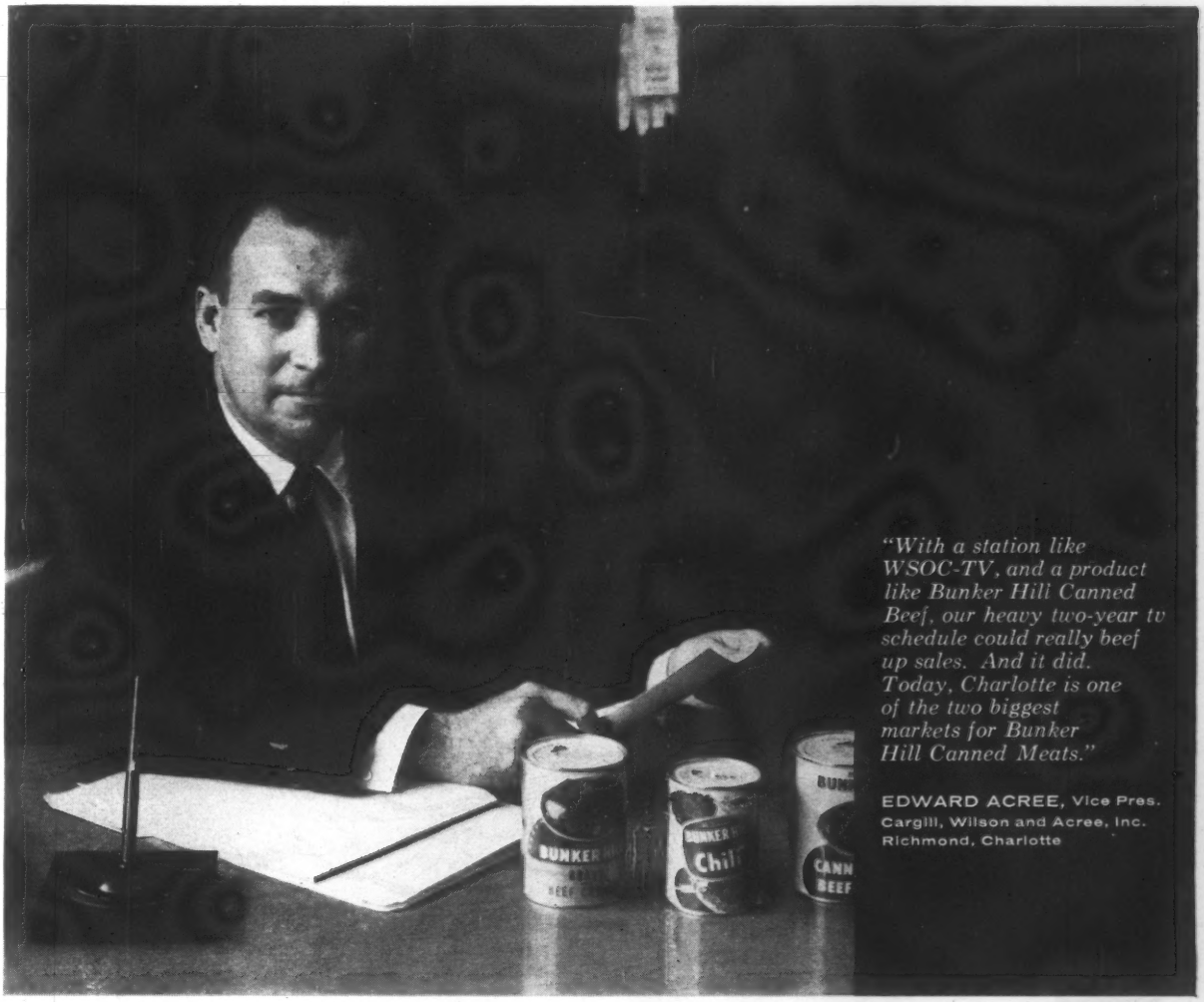


★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN

THE STATION OF THE STARS
CALL GILL-PERNA, INC.

"Charlotte's WSOC-TV... really beefed up sales for Bunker Hill" —Edward Acree, CW&A


"With a station like WSOC-TV, and a product like Bunker Hill Canned Beef, our heavy two-year tv schedule could really beef up sales. And it did. Today, Charlotte is one of the two biggest markets for Bunker Hill Canned Meats."
EDWARD ACREE, Vice Pres.
Cargill, Wilson and Acree, Inc.
Richmond, Charlotte

Take a good commercial about a good product, and schedule it on WSOC-TV. Your sales results are bound to be successful. WSOC-TV serves America's 19th largest tv market. Sells it, too. Carolina viewers know they can look at WSOC-TV for the best programming available. That's why you get more for your advertising money on WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Statler-Hilton Hotel, Washington, D. C.

*Sept. 28—Assn. of National Advertisers, new products workshop. Waldorf-Astoria Hotel, New York City.

*Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—American Women in Radio & Television, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—American Women in Radio & Television, New England conference. Equinox House, Manchester, Vt.

OCTOBER

*Oct. 2—Comments due on FCC's plan to utilize uhf spectrum, deintermix eight markets, add vhf channels at short spacing in 10 other markets.

Oct. 2-6—Society of Motion Picture & Television Engineers, 90th convention. Theme will be "Integration of Motion Picture and Electronic Systems." C. Loren Graham, Eastman-Kodak, is program chairman. Among topics to be discussed: Subscription tv, tv equipment and techniques and tv recording. Lake Placid Club, Lake Placid, N. Y.

Oct. 3-4—Advertising Research Foundation conference, Hotel Commodore, New York City.

Oct. 5—Reply comments due on FCC inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Oct. 6—Comments due on FCC's reopened option-time rulemaking. Reply comments will not be accepted.

Oct. 8-18—International seminar on instructional television, sponsored by Purdue U. in cooperation with UNESCO and the U.S National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

*Oct. 9-10—Virginia AP Broadcasters Assn., Washington & Lee U., Lexington, Va.

Oct. 9-11—National Electronics Conference, International Amphitheatre, Chicago.

Oct. 10-13—Audio Engineering Society, annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — Seventh Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 12-13—American Assn. of Advertising Agencies, central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 13—Start of NAB fall conferences in eight cities (see schedule in box on page 14).

Oct. 13-15—American Assn. of Advertising Television, board of directors' meeting. Sheraton-Chicago Hotel, Chicago.

Oct. 15-18—American Assn. of Advertising Agencies, western region convention. Hotel del Coronado, Coronado, Calif.

Oct. 20-22—American Women in Radio & Television, Pennsylvania conference. Penn-Sheraton Hotel, Pittsburgh .

Oct. 20-22—American Women in Radio & Television, west-central area conference. Lassen Hotel, Wichita, Kan.

Oct. 23-26—National Assn. of Educational Broadcasters convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—Sigma Delta Chi, 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 27—Oral arguments on FCC's reopened option-time rulemaking.

Oct. 27-29—American Women in Radio & Television, southwest area conference. New Orleans.

Oct. 28-29 — Illinois News Broadcasters Assn. fall convention. Hotel Custer, Galesburg.

*Oct. 30-Nov. 1—Annual radio fall meeting, jointly sponsored by Institute of Radio Engineers and Electronic Industries Assn. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

Nov. 2-4—Assn. of National Advertisers, annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—Broadcasters Promotion Assn., annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 10—California Broadcasters Assn., annual meeting. Mark Hopkins Hotel, San Francisco.

Nov. 12-15—Public Relations Society of America, 14th national conference. Shamrock-Hilton Hotel, Houston. Final day of conference will be in Mexico City.

Nov. 14-16—IRE, Mid-America Electronics Conference, Kansas City, Mo.

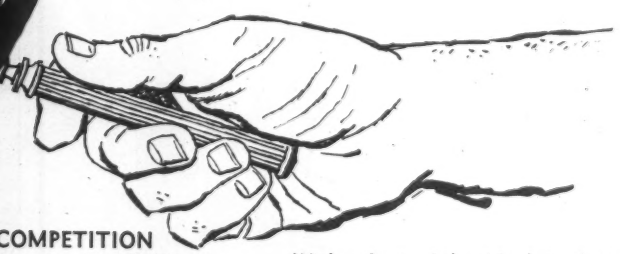
Nov. 15-17—Television Bureau of Advertising, annual meeting. Statler-Hilton Hotel. Detroit.

FEBRUARY 1962

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

OVERWHELMING DOMINANCE*

of KNOE-TV proves merit of balanced programming



*ARB—March, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

	Total Homes	Monroe Metro Ouachita Parish (County)
Monday-Friday		
Sign on-9 AM	120.0%	70.3%
9 AM-12 Noon	89.5%	232.9%
Sign on-Noon	116.2%	161.5%
Noon-3 PM	95.7%	326.3%
3 PM-6 PM	26.9%	109.0%
Noon-6-PM	53.8%	172.7%
6 PM-10 PM	32.7%	105.8%
10 PM-Midnight	40.3%	101.2%
6 PM-Midnight	33.3%	104.9%
Saturday		
Sign on-6 PM	58.1%	111.1%
6 PM-10 PM	42.6%	159.7%
10 PM-Midnight	248.3%	504.2%
6 PM-Midnight	63.5%	198.4%
Sunday		
Sign on-6 PM	69.5%	259.2%
6 PM-10 PM	100.5%	203.2%
10 PM-Midnight	473.3%	1830.3%
6 PM-Midnight	115.5%	136.7%
Sunday-Saturday		
6 PM-10 PM	42.1%	124.7%
10 PM-Midnight	91.8%	195.3%
6 PM-Midnight	46.9%	132.2%
9 AM-Midnight	54.8%	154.3%

*Nielsen Station Index, March-April, 1961

PERCENTAGE LEAD KNOE-TV OVER COMPETITION

Monday-Friday	Total Homes
9 AM-Noon	84.4%
Noon-3 PM	129.2%
3 PM-6 PM	64.3%
Noon-6 PM	96.8%
Sunday-Saturday	
6 PM-9 PM	61.4%
9 PM-Midnight	71.6%
6 PM-Midnight	66.5%
9 AM-Midnight	69.5%

KNOE-TV Channel 8 Monroe, Louisiana

CBS ★ ABC
A James A. Noe Station
Represented by H-R Television, Inc.

The only commercial TV station licensed in Monroe

THE BEST TO YOU EACH MORNING . . is sold in the early evening. Kellogg's uses the Emmy-winning Huckleberry Hound to do the job of selling. And Huck is demonstrating the power and impact of the spot medium. *Kellogg's* schedules Huckleberry on a market-by-market basis, buying only the markets they **want** – the time periods they **want**. They're successfully selective, too! Your nearest HR Rep resentative will be glad to show you how the spot medium will work for you! Call him.

HR Television, Inc.

© HANNA-BARBERA PRODUCTIONS

MONDAY MEMO

by SHERMAN J. McQUEEN, Foote, Cone & Belding, Los Angeles

Local radio programming: the unseen gem in the media mines

Recently a radio station program director called on me with a proposal to buy a 15-minute program on his local station. I was intrigued principally because of its novelty. You simply are not approached often enough to buy programs on radio these days.

It seems that sometimes we become so obsessed with the numbers game, circulation buys and the magazine concept we forget that program sponsorship can give a client many values over and above that of simply reaching large numbers of people for a given amount of money.

No two clients have the same broadcast advertising objectives. For many the blitz spot approach serves very well to get store action on a special promotion. There are, however, many clients who must not only sell their products—they must sell ideas. They must develop good will and they must keep their name in front of their customers and stockholders on a consistent basis. For these advertisers, the right kind of a radio program, on a good station, at the right time, proves to be an excellent advertising and public relations investment.

Noise Not Enough ▪ I have often wondered if a great deal of the dial-switching that goes on in radio is not, in part, because there is a great deal of sameness to an individual station's program schedule. I am thinking of the gal who uses radio as a companion to the drudgery of her housework during the day. I doubt that she is content to relegate her companion to a background noisemaker. She very likely would want to be stimulated by a succession of programming that would pique her interest, inform her, or entertain her.

There is certainly a need and place for what I call "service" radio. These are stations that can be depended on to provide instantaneous news, weather reports and some entertainment values. My flag-waving is merely on the point that all radio cannot and should not be the same.

During the past 60 days, there have been a rash of people who have discussed with me why sponsors no longer have any program identification. Invariably, they cite Jack Benny Jello and *Lucky Strike Hit Parade* programs as classic examples of the finest in sponsor-program tie-ups. I really have not had a good answer except to point out that radio programming and radio buying have assimilated most of the trends of television programming and buying. When television costs started increasing and more individual sponsors were splitting the tab on a given program, the magazine concept became more prevalent on radio. This, coupled with spots, the demise of traditional radio network programming and the high cost of programming radio at the local level led to our current scarcity of program advertisers.

To Attract Clients ▪ Local programming does not have to be expensive. News, sports, public affairs and special events are traditional and effective program vehicles. Many station operators could attract clients simply by developing the resources at hand.

One of the most satisfying things in broadcasting is to see a client who has never used radio try it for the first time and be highly successful. Many companies, as we pointed out, have no need for spot announcements to sell their products. They can, however, receive much benefit from their identification with a top-flight newscaster. Program advertisers can be developed, in my opinion, from that list of clients which stations have been unable to entice for lack of reasons why they should be in radio.

With the pure volume of advertising on the airwaves every day, we are constantly looking for ways an advertiser's message can stand out. One way is obvious. That is to produce top quality commercial messages. Maybe we have overlooked the other possibility. That is to recommend that certain advertisers use the right program vehicles.

Whether programs be 5, 15 or 30 minutes, the cumulative effect that can be gained by proper use is worth many times the slight additional costs.

I am fully cognizant that one of a station operator's toughest jobs is to get his program ideas transmited to the proper agency or advertiser at the right time. As agency people, we have an increasing responsibility to provide our clients, through our media departments and account groups, with detailed recommendations on how to spend radio dollars most effectively.

No Other Word ▪ I believe that perhaps the most over-used term in the broadcast business is "creative selling," but it is the only way I can think of to describe what I think representatives and stations can do to help agencies do a better broadcast job for clients—especially when it comes to programming.

Most agencies want ideas that make sense for clients using radio. Therefore, specific program ideas tailored to the specific needs of clients are usually of interest to agencies.

Perhaps, our visiting program director has a good point. The great hope for survival in local radio seems to rest in better local programming. I have seen much improvement in the past six months. Much of the noise is disappearing and stations are becoming more knowledgeable about programming for their particular markets and, in many cases, for a segment of the audience. In my opinion, stations can still improve their product—programming—just as agencies and advertisers can improve their product—on-the-air advertising. Am stations must program foreground listening. It seems that automation and formula broadcasting have lulled some operators into thinking they are licensed to operate an IBM-like machine into which you feed a mix of music, news and commercials.

The public is bound to tire of listening to a machine and will go to the guy down the dial who is programming with the basic idea that radio is essentially one of our best means of communication.

Sherman J. (Jack) McQueen spent 17 years in radio and tv, starting with a Los Angeles radio station while still in high school. He later served as network program director and station relations manager of the Mutual-Don Lee network and business affairs manager of CBS, both in Hollywood. Before joining FC&B in early 1960, he spent three years with D'Arcy Advertising. He currently is vice president and director of broadcast for both the Los Angeles and San Francisco FC&B offices.

When you measure them ALL...

...ONE stands out!

Take the *full* measure of the medium — one station is always a standout. In the rich New Haven-centered market it serves, WELI radio is your most productive buy. Ask your H-R man for a WELI Plus-Radio* plan. In Boston call Eckels.

**Full-scale merchandising — from Sound to Sales*

The Sound of New Haven **5000** *watts*

WELI

WELI
960
NEW HAVEN, CONN.

talk about

The recent debut of NEWSCLOCK . . . WCKY's total news and information programming . . . has Cincinnati talking, and LISTENING to talk on WCKY. And that word "listening" is the key one to WCKY advertisers. For, total news and information programming is "pay attention" radio . . . radio that is no longer a background . . . radio that commands the listener's attention for both the program AND the advertising message . . . against a backdrop of the SOUND OF BEAUTIFUL MUSIC . . . the world's finest, most listenable music . . . There's lots of talk in Cincy about WCKY, and WE'RE doing a lot of talking via: Billboards, air promos, bus sides, newspapers, direct mail, movie trailers, and contests. Talk about WCKY with your AM Radio salesman.

talk!

wcky

50,000 WATTS • CINCINNATI

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT
BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

A Little Learning is a Dangerous Thing

But you're safe in the growing Greenville-Washington Market. Thirty Colleges and Universities and more than 350,000 students mean a lot of learning and a lot of buying power in this market dominated by WITN and WNCT. Consider that educated idea when you're planning your next campaign. Avails and details are yours for the asking.

CHANNEL 9 WNCT GREENVILLE, N. C. CBS • ABC

7 WITN Washington, N. C.

"ONE OF THE TOP 100 MARKETS"
Well over 1,000,000 Population — Set Count 200,000

OPEN MIKE ®

On spear carriers

EDITOR: . . . Thanks to BROADCASTING for a warning (and wonderful) line in a late editorial (EDITORIALS, July 3) that indicates our fast trend to the authoritarian state: "Television may have deficiencies but it is not an animal to be baited by every bureaucrat in Washington who happens to be given a spear."—*Ranulf Compton, President, WARN Ft. Pierce, Fla.*

Yearbook-Marketbook

EDITOR: BROADCASTING Yearbook-Marketbook has been recommended to our organization by Mr. E. MacDonald Nyphen, acting director of electronics division, U. S. Dept. of Commerce, Washington.

We would appreciate very much if you could send us by air mail the latest copy. . . . *Rod F. Raymond, American Reference Service, Paris.*

Wrong rep

EDITOR: . . . You carried a statement (BROADCAST ADVERTISING, July 17) that representation of WRR was being taken over by [Robert E. Eastman & Co.] . . . This is not true. We are being represented by the Gill-Perna organization. . . .—*Durward J. Tucker, Managing Director, WRR Dallas.*

[BROADCASTING's error resulted from misinformation concerning the result of negotiations between rep and station.]

Wide area phones

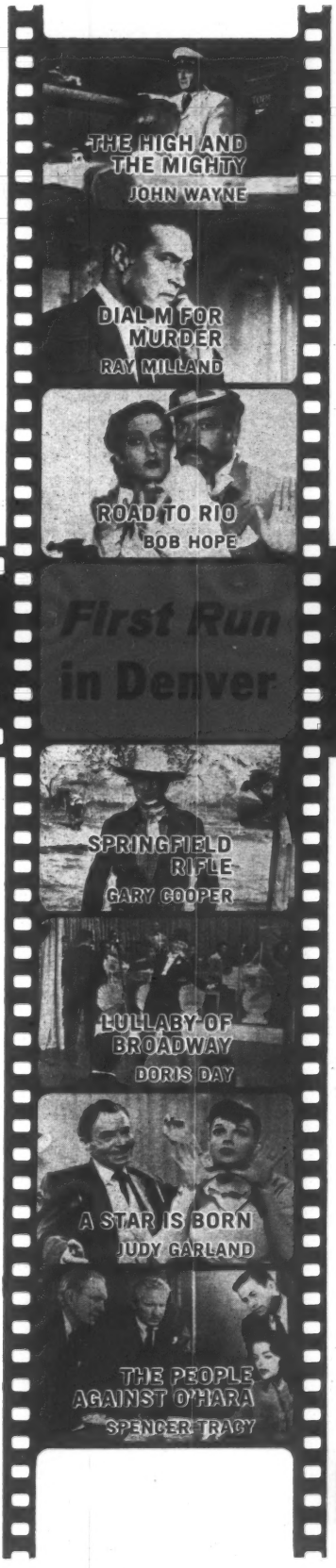
EDITOR: VERY INTERESTED IN STORY (BROADCAST ADVERTISING, JULY 24) WHICH SAYS AVERY-KNODEL CLAIMS TO BE FIRST STATION REPRESENTATIVE FIRM TO ACQUIRE WIDE AREA TELEPHONE SERVICE FACILITIES. TO KEEP THE RECORD STRAIGHT, CBS RADIO SPOT SALES HAS BEEN USING WIDE AREA TELEPHONE SERVICE SINCE MARCH 14. . . . *Maurie Webster, vice president and general manager, CBS Radio Spot Sales, New York.*

Plea for price data

EDITOR: Why don't the manufacturers of broadcast equipment—who use your magazine to tell us of their products—mention what the products cost?

. . . Most of us haven't the time to write the factory to see what it costs and then determine whether or not we want it.

I can understand that the price of a service may vary from market to market and the rate structure in an advertisement might be confusing. But a cartridge tape, for instance, should have the



...the best offer you've had today!

The best television buy in Denver right now is THE 10:30 MOVIE on KLZ-TV! For the first time in the history of the market a library of over 300 POST 1950 Hollywood feature films is available! This is the most spectacular movie package ever offered — the very cream of the crop from ten of the world's most famous distributors!

POST-1950 FILMS

How's this for a line up of features and stars: THE HIGH AND THE MIGHTY • HONDO • DIAL M FOR MURDER • ALL ABOUT EVE • VIVA ZAPATA • TARZAN ADVENTURES • SHIRLEY TEMPLE CLASSICS • ROAD TO RIO • EAST OF EDEN • JOHN WAYNE • RAY MILLAND • JAMES DEAN • JAMES ARNESS ROBERT CUMMINGS • CLARK GABLE • BOB HOPE • GARY COOPER • GREGORY PECK • DORIS DAY • FRED ASTAIRE JUDY GARLAND • BETTE DAVIS • SPENCER TRACY • CARY GRANT.

THE 10:30 MOVIE will premiere on KLZ-TV September 8th and will be seen every week Monday through Saturday, following the highest rated Denver News-Weather-Sports. Now is the time to place your order. Call your Katz man today.

CBS DENVER

KLZ TELEVISION

Channel 7

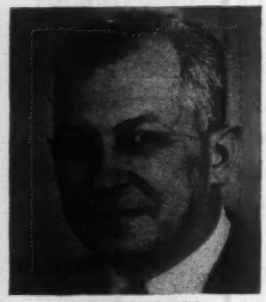
THE KATZ AGENCY, INC.
National Representatives

TIME-LIFE BROADCAST, INC.

We're proud of our
Stainless TOWER
. . . say these leading broadcasters

ROBERT C. LUKKASON
General Manager

KCND-TV
PEMBINA, N.D.



CLIFF THOMFORDE
Technical Director

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds—up to 1700' tall.

Get your free book describing these installations.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

same price regardless of the market. Why not state in the ad what the price is?—*Charles C. Smith, President and General Manager, WDEC Americus, Ga.*

Tv car promotion

EDITOR: Can you refer me to editorial material citing successful new car promotion on local tv?—*Howard M. Paul, Bundy & Assoc. Advertising-Public Relations, Milwaukee.*

[Mr. Paul has been referred to several automobile sales stories which have been carried in BROADCASTING.]

Let people decide

EDITOR: . . . Just who is going to set himself up as the judge of what is best for the people to hear and watch? . . . Let's return to the Jeffersonian principles of democracy and let the people decide for themselves. And when the rock and roll stations lose their listeners, they will fade away . . . and when people stop watching *The Untouchables,* it will be dropped. Until that time, I, for one, don't want any bureaucrats telling radio and television broadcasters what they may and may not broadcast and I don't think the majority of the people of this country do either.—*Robert E. Wilson, Evansville, Ind.*

The automatic swing

EDITOR: An obvious fact has been overlooked by the FCC and Congress: successful broadcasters soon learn that to serve their advertisers and the public they must first offer a desired service, format and programming. . . .

Ignored are the automatic self-regulatory powers at work. . . . Too much Top 40? There's a swing to other programming. Too many westerns? Observe the swing away from westerns. . . . —*Elbert M. Gallemore Jr., Hermosa Beach, Calif.*

Ams interested, too

EDITOR: I am sure that your story, "Is FCC making fm basic medium?" (BROADCASTING, July 3), will be of no more interest and encouragement to the patient fm operator than to am operators, probably the majority, who wish to become unshackled, service wise, in their markets.

The present picture in aural broadcasting reminds one of the old "spark" days when in 1927 by edict of the present FCC's predecessors, American shipowners were directed to change from spark type communication transmitters to those of the vacuum tube type by 1930—which they did! . . .

Please send us 100 reprints. . . . —*Martin R. Williams, WFMS (FM) Indianapolis.*

BROADCASTING PUBLICATIONS INC.
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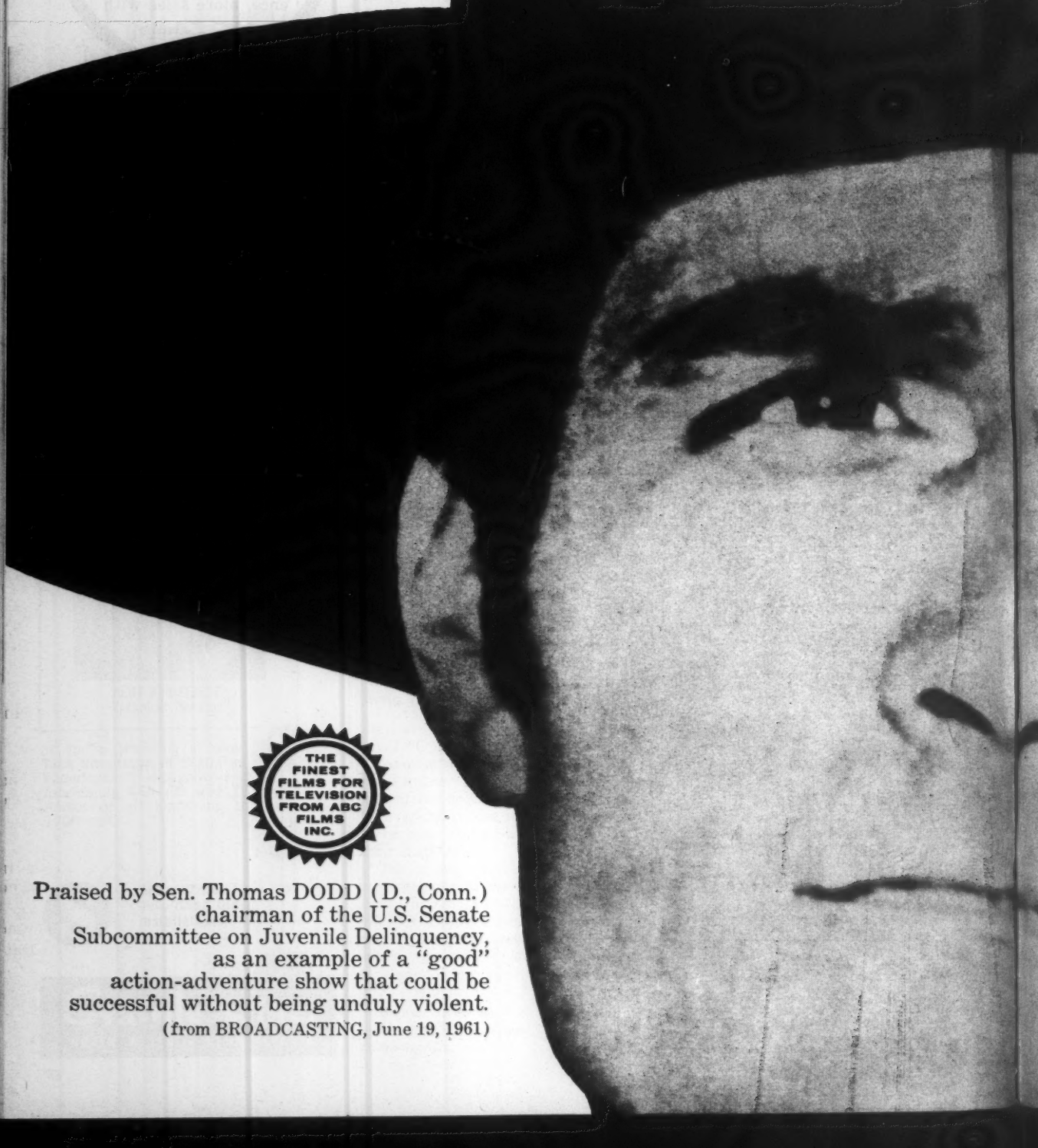
Here's the big three from ABC FILMS—each available for local stations for the first time. Turn the page and take a good look at three big ways you can build more audience, more sales with ABC FILMS INC.

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

THE LIFE AND WYATT



THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

Praised by Sen. Thomas DODD (D., Conn.) chairman of the U.S. Senate Subcommittee on Juvenile Delinquency, as an example of a "good" action-adventure show that could be successful without being unduly violent.

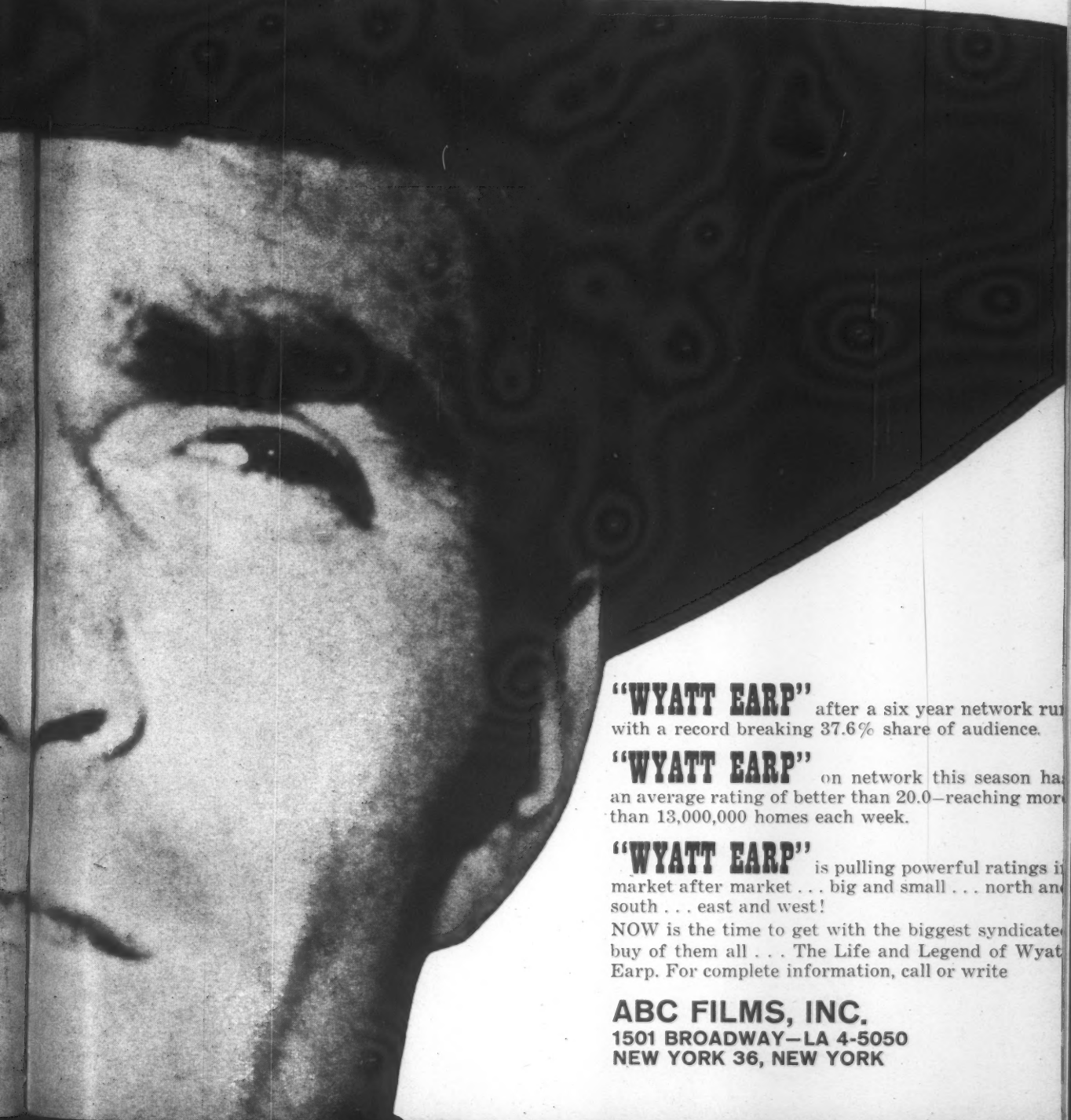
(from BROADCASTING, June 19, 1961)

LEGEND OF

EARP

78 EPISODES* OF TV'S MOST OUTSTANDING ACTION-ADVENTURE SERIES AVAILABLE NOW IN SYNDICATION!

*Up to 226 episodes available in some markets. Check your ABC Films representative.



"WYATT EARP" after a six year network ru with a record breaking 37.6% share of audience.

"WYATT EARP" on network this season ha an average rating of better than 20.0—reaching mor than 13,000,000 homes each week.

"WYATT EARP" is pulling powerful ratings i market after market . . . big and small . . . north an south . . . east and west!

NOW is the time to get with the biggest syndicate buy of them all . . . The Life and Legend of Wyat Earp. For complete information, call or write

ABC FILMS, INC.
1501 BROADWAY—LA 4-5050
NEW YORK 36, NEW YORK

NOW LOCAL STATIONS CAN GO 'ONE STEP BEYOND'

John Newland hosts 94 episodes representing the most exciting dramas in or out of this world. Top names star in the incredible, true life dramatic experiences beyond man's ken. It's another fascinating, first-run off network, first quality series from ABC Films. Every episode a chilling, supernatural spectacular, to help you achieve supernatural sponsor and rating success this Fall. On the network – as "*Alcoa Presents*" – this superbly produced series gained top local ratings, all across the country. *And the largest segment of this audience was the family "buyer"–the adult female.* That's why these half hours are geared to take you that one step beyond the reach of all local competition. Use the phone, telegraph, mail or mental telepathy–but do it at once–contact your sales representative from ABC Films, Inc.

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

ABC FILMS, INC.

1501 BROADWAY,
NEW YORK 36, NEW YORK LA 4-5050

NOW AVAILABLE FOR LOCAL STATIONS 170 POST '50 CARTOONS

'CASPER THE FRIENDLY GHOST & COMPANY'

(Co-starring HERMAN & KATNIP, BABY HUEY [illegible] Baby Giant, LITTLE AUDREY, BUZZY the CROW)

Here's the cartoon package that's got everything:

Top production value because they were produced by Paramount for theatrical consumption – each at the cost of over $50,000. And they're available in *color or black and white*.

up to date [illegible] line and look because they're post 195[illegible]. Longer program life because they run 6 to 8 minutes each – 20% longer than the "made for TV only" product. They're a complete package with *timed openings, closings and bridges* for better station programming.

More kid appeal because they're fully animated with complete and original scoring effects.

Top track record because they outrated everything in sight – pulled an astonishing 55% share of audience against network competition.

Pre-sold popularity because these are the most highly merchandised cartoons in TV today.

That's right, Casper The Friendly Ghost and Company gives you everything – everything you need to program a brand-new, top-rated kid's strip or to add tremendous new rating power to an existing show. These are going to go and they're going to go fast. Do it now – phone or wire

THE FINEST FILMS FOR TELEVISION FROM ABC FILMS INC.

ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36. LA 4-5050

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there is nothing harder to stop than a trend

Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV markets offering viewers a *three*-network programming choice. They choose . . . Nielsen tallies*. . . and the trend keeps right on trending.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 23, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 7, 1961, Vol. 61, No. 6

TV NETWORKS PUSH FOR SELL-OUT

Only small pickings still available in prime-time slots

$7.1 million production tab will be biggest in history

Program profile similar to '60 despite 34 new shows

Sales as well as the programs on the television networks' fall schedules are now virtually locked in, with little more than remnants left for late-buying advertisers.

For the most part, the remnants consist of bits of participating shows or co-sponsorship positions in some hours.

The networks look forward to a near sell-out season despite critics' advance condemnation of a program charting that on the surface at least would not appear essentially different from that of the past season.

The big advertiser chips already are stacked. And there's this at stake:

▪ Weekly production costs will be the biggest in history. A new record will be set of $7.1 million in regularly scheduled shows, according to BROADCASTING's estimates. This is up some $300,000 from the 1960-61 season's $6.8 million, a previous high.

▪ A total of 34 new shows will be on the air in the fall, subject to the usual (and probably more critical) test of public acceptance. This is 12 fewer new shows than were scheduled at the outset of last season.

On page 36-37 BROADCASTING lists all the nighttime shows now in the network prime-time schedules. Here is an accounting based on these lists:

▪ Of the 34 new shows, 11 will be on ABC-TV, 10 on CBS-TV and 13 on NBC-TV.

▪ There will be 68 shows returning from last season. Of this number 24 will be on ABC-TV, 28 on CBS-TV and 16 on NBC-TV.

▪ Advertisers now attempting to place their business on the network schedules would find a little less than 2½ hours open, unless they were to accept a place in periods in which they would be but one out of several participating sponsors.

Each of the networks indicates the chance of change in programming to be slim from this point to the season's start. Where viewers will detect differences (as to toning down of violent action in some cases, or so-called "uplift" in content) will come in content of existing shows.

Here, by network, is a rundown of programming that can be purchased in whole or part:

ABC-TV ▪ Except for *Straightaway* all of the network's unsold time is in small pieces of the following programs: *Bugs Bunny*, Tues., 7:30-8; *New Breed*, Tues., 9-10; *Cheyenne* at 7:30, and *Ben Casey* at 10, both Mon.; *Bus Stop* at 9, and *Adventures in Paradise* at 10, both Sun.; *Roaring 20's* at 7:30 and *Leave It to Beaver* at 8:30-9; both Sat.; *Steve Allen* on Wed., 7:30-8:30; *Ozzie & Harriett* at 7:30-8:30 Thurs., and *Hathaways* at 8-8:30 Fri.

CBS-TV ▪ Half of *Ichabod and Me*, Tues., 9-9:30, of *Pete & Gladys*, Mon., 8-8:30, and of *Twilight Zone*, Fri., 10-10:30; a quarter of *Eyewitness to History*, Fri., 10:30-11; and a full hour of *CBS Reports*, Thurs., 10-11. There are openings in the participating shows, *Frontier Circus* and *Investigators*, both Thurs., at 7:30 and 9 respectively.

NBC-TV ▪ Aside from one-half of *Tall Man*, Sat., 8:30-9, the open periods on this network include participations in *87th Precinct* and *Thriller* both Mon. at 9 and 10 respectively; *Laramie* at 7:30, *Dick Powell* at 9 and *Cain's Hundred* at 10, all Tues.; *Outlaws* at 7:30 on Thurs.; *International Showtime* at 7:30 on Fri., and *Tales of Wells Fargo* and *Saturday Night Movies* on Sat., 7:30 and 9 respectively.

A crisis conference in Chicago

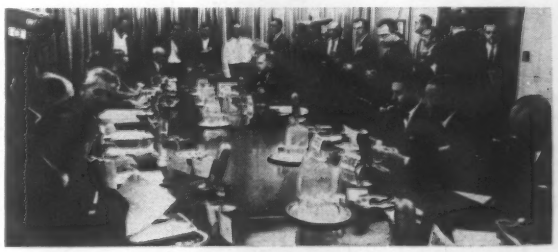
A score of leaders in broadcasting, government and the law met at a special Northwestern U. seminar (see photo) to debate the great questions that have been raised by the FCC's new, tough policies on programming. Is broadcasting protected by the First Amendment? Is the FCC acting as a censor? For full report see page 62.

A question on figures in Washington

Did the 1960 census short-change radio? A 4-point loss in radio penetration turns up in preliminary census report. Can radio be declining? Or are the government's figures wrong? For a deep look at a problem that could get serious for radio see page 82.

A spot clearing house nationwide

Now announced: a central billing agency to lift the load of paper work off agencies, reps and stations in the



placement and billing of spot tv and radio. The Bank of America will handle the data processing. See page 38.

A hope for bigger U. S. tv system

The FCC puts out new bait to lure broadcasters into building uhf stations. Will they take the bait? And if they do, will the FCC have succeeded in expanding the system or merely giving present vhf broadcasters the means to keep out competition longer? Page 54.

DETAILED WRAPUP OF FALL TV SCHEDULES

This table details next fall's nighttime programs, how much they cost, who packages them, the time of night they are scheduled and the date they are to begin, and the advertisers (with their agencies) which sponsor them. "Available" denotes an unsold period.

Production costs are estimated by BROADCASTING on the basis of data from various sources. Costs in most cases represent the price of a single original in a series and includes neither agency commission nor averaging of first-runs against reruns, although invariably there are exceptions.

Agencies are in parentheses ( ); production firms in brackets [ ]; starting dates indicate the beginning of the fall cycle; new programs are in boldface; continuing show titles or familiar formats (e.g., 'Dinah Shore Show') are in italics. Since no program straddles the periods before 7:30 p.m. in any of the network lineups, all nighttime programs are shown from 7:30 p.m. to the conclusion of the period generally regarded in television as "prime-time" (usually 11 p.m.).

In all cases, advertisers listed in program periods reflect sponsorship in October of this year as now reportable in network sales offices. The duration of the purchases is not indicated.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Follow the Sun** $113,500 Kaiser (Y&R) L&M (M-E) [20th Century] 9/17	*Dennis the Menace* $45,000 Kellogg (Burnett) Best Foods (GB&B) [Screen Gems] 10/1	**Walt Disney** $110,000 RCA (JWT) Eastman Kodak (JWT) [Disney] 9/24
8:00		*Ed Sullivan* $110,000 Colgate-Palmolive (Bates) P. Lorillard (L&N) Revlon (Grey) [CBS] 9/17	
8:30	*Lawman* $54,000 Whitehall (Bates) R. J. Reynolds (Esty) [Warner] 10/1		**Car 54, Where Are You?** $45,000 P&G (B&B) [Nat Hiken] 9/17
9:00	**Bus Stop** $120,000 B&W (Bates) Brillo (JWT) Alberto Culver (Compton) Singer (Y&R) Time Available [20th Century] 10/1	*GE Theatre* $60,000 GE (BBDO) [Revue] 9/24	*Bonanza* $100,000 Chevrolet (Campbell-Ewald) [NBC] 9/24
9:30		*Jack Benny* $80,000 State Farm Mutual (NL&B) Lever (SSC&B) [Gomalco] 10/15	
10:00	*Adventures in Paradise* $115,000 Armour (FC&B) Polaroid (DDB) General Cigar (Y&R) Brunswick (M-E) Miles (Wade) Union Carbide (Esty) Time Available [20th Century] 10/1	*Candid Camera* Bristol-Myers (Y&R) Lever (JWT) [Banner-Funt] 10/1	**DuPont Show of the Week** $100,000 DuPont (BBDO) [NBC] 9/17
10:30		*What's My Line?* $40,000 Sunbeam (Perrin-Paus) Kellogg (Burnett) [CBS-Goodson-Todman] 9/3	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Steve Allen Show** $90,000 Pepsi Cola (BBDO) U.S. Time (W&L) Con. Cigar (EWR&R) Maybelline (Post & Morr) Sandura (H&G) Calgon (KMcC&G) Brillo (JWT) Time Available [ABC] 9/27	**The Alvin Show** $42,000 Gen. Foods (B&B) [Format Films] 10/4	*Wagon Train* R. J. Reynolds $100,000 (Esty) Natl. Bis. (M-E) Ford (JWT) [Howard Christie] 9/27
8:00		*Father Knows Best* (Repeats) $34,000 Scott (JWT) M. Omaha (GB&B) P. Lorillard (L&N) [Screen Gems] 10/4	
8:30	**Top Cat** $30,000 Bristol-Myers (Y&R) Kellogg (Burnett) [Screen Gems] 9/27	*Checkmate* $90,000 L&M (D-F-S) Revlon (W&L) Colgate (Bates) [Revue-Jack Benny] 10/4	**Joey Bishop** $50,000 American Tobacco (SSC&B) P&G (B&B) [Belmar Prod.] 9/20
9:00	*Hawaiian Eye* $93,000 P. Lorillard (Grey) Alberto Culver (Compton) Am. Chicle (Bates) Carter (Bates) Noxzema (SSC&B) Whitehall (Bates) [Warner] 10/4		*Perry Como's Music Hall* $125,000 Kraft (JWT) [Roncom] 10/4
9:30		**Mrs. G. Goes To College** $48,000 Gen. Foods (Y&R) [Four Star] 10/4	
10:00	*Naked City* $115,000 B&W (Bates) Bristol-Myers (O-B-M) Am. Chicle (Bates) Beecham (K&E) Brillo (JWT) Speidel (M-E) [Screen Gems] 10/11	*U.S. Steel Hour* $70,000 U.S. Steel (BBDO) [Theatre Guild] Alternating with *Circle Theatre* $50,000 Armstrong (BBDO) [Talent Assoc.] 9/20	**Bob Newhart** $65,000 Sealtest (Ayer) [MCA] 10/11
10:30			**Brinkley's Journal** $22,000 Doug. Fir Plywood (C&W) PPG (BBDO) [NBC] 10/11

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie and Harriet* $52,000 Peter Paul (D-F-S) W-L (Bates) Brunswick (M-E) Edw. Dalton (K&E) Time Available [Stage 5 Prod.] 9/28	**Frontier Circus** $78,000 Vick (Morse Intl.) DuPont (BBDO) Time Available [CBS] 10/5	*Outlaws* $82,000 Union Carbide (Esty) Bulova (SSC&B) B&W (Bates) Pillsbury (Burnett) Colgate (Bates) Block Drug (Grey) Time Available [NBC] 9/28
8:00	*Donna Reed* $50,000 Campbell (BBDO) Johnson & Johnson (Y&R) [Screen Gems] 9/28		
8:30	*Real McCoys* $45,000 P&G (Compton) [Irving Pincus] 9/28	**Bob Cummings Show** $45,000 B&W (Bates) Kellogg (Burnett) [Laura Mack] 10/5	**Dr. Kildare** $112,000 Sterling Drug (D-F-S) L&M (D-F-S) Singer (Y&R) Warner Lambert (L&F) Colgate (Bates) [MGM] 9/28
9:00	*My Three Sons* $49,000 Chevrolet (C-E) [Fedderson] 10/5	**Investigators** $90,000 Vick (Morse Intl.) Dow Chemical (MJ&A) Time Available [MCA] 9/21	
9:30	**Margie** $46,000 P&G (Compton) [20th Century] 10/12		**Hazel** $50,000 Ford (JWT) [Screen Gems] 9/28
10:00	*Untouchables* $120,000 Miles (Wade) J. B. Williams (Parkson) Alberto Culver (Compton) Armour (FC&B) Whitehall (Bates) Beecham (K&E) [Desilu] 10/12	*CBS Reports* $95,000 Available [CBS] 10/12	*Sing Along with Mitch* $100,000 Ballantine (Esty) Buick (Burnett) R. J. Reynolds (Esty) [Wm. Hobin] 9/28
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Cheyenne* $93,000 American Tobacco (BBDO) Miles (Wade) Edw. Dalton (K&E) P&G (B&B) Time Available [Warner] 9/25	*To Tell the Truth* $33,000 Am. Home (Bates) R. J. Reynolds (Esty) [CBS-Goodson-Todman] 8/21	Station Time
8:00		*Pete & Gladys* $47,500 Carnation (EWR&R) Alt. Wk. Available [CBS] 9/18	*National Velvet* $44,000 Bulova (SSC&B) Gen. Mills (BBDO) [MGM] 9/18
8:30	*Rifleman* $55,000 P&G (B&B) [Four Star] 10/2	**Window on Main Street** $60,000 Scott Paper (JWT) Toni (North) [Rodney Young] 10/2	*Price Is Right* $22,000 P. Lorillard (L&N) Am. Home (Bates) [Goodson-Todman] 9/18
9:00	*Surfside Six* $98,000 B&W (Bates) Pontiac (MJ&A) Armour (FC&B) Speidel (M-E) Union Carbide (Esty) Brillo (JWT) [Warner] 10/2	*Danny Thomas* $52,000 Gen. Foods (B&B) [Marterto] 10/2	**87th Precinct** $90,000 Warner-Lambert (L&F) Sunbeam (SC&B) L&M (D-F-S) Intl. Latex (Bates) Helene Curtis (M-E) Time Available [H. Robinson] 9/25
9:30		*Andy Griffith* $50,000 Gen. Foods (B&B) [Griffith Corp.] 10/2	
10:00	**Ben Casey** $110,000 Alberto Culver (Compton) Dow Chemical 3M (MJ&A) Brillo (JWT) Warner-Lambert Am. Chicle (Bates) B-M (O-B-M) Wynn Oil (EWR&R) Time Available [B. Crosby Prod.] 10/2	*Hennesey* $50,000 Gen. Foods (Y&R) P. Lorillard (L&N) [McGuire-Cooper 9/25	*Thriller* $90,000 Am. Tob. (SSC&B) Ster. Drug (D-F-S) Colgate (Bates) Pillsbury (Burnett) Corning (Ayer) Intl. Latex (Bates) Reach, McClinton Un. Carbide (Esty) Block Drug (Grey) Max Factor (K&E) Time Available [H. Robinson] 9/18
10:30		*I've Got A Secret* $42,000 Hertz (NC&K) Gen. Foods (Y&R) Polaroid (DDB) [Goodson-Todman] 9/25	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Bugs Bunny* $50,000 Gen. Foods (B&B) Mars (NL&B) Time Available [Warner] 10/10	*Marshall Dillon* (*Gunsmoke* Reruns) Local Sale [Norman Mac-Donnell] 10/3	*Laramie* $95,000 R. J. Reynolds (Esty) PPG (Maxon) Bulova (SSC&B) Un. Carbide (Esty) Block Drug (Grey) A. C. Spark Plug (D. P. Brother) Luden's (Mathes) Time Available [Revue-NBC] 9/26
8:00	*Bachelor Father* $47,000 American Tobacco (Gumbinner) Armour (FC&B) [Harry Ackerman] 10/3	**Dick Van Dyke** $60,000 P&G (B&B) [Marterto] 10/3	
8:30	**Calvin & The Colonel** $40,000 Lever (JWT) Am. Home (Bates) [Gomalco] 10/3	*Dobie Gillis* $39,000 Philip Morris (Burnett) Colgate [20th Century] 10/10	*Alfred Hitchcock* $65,000 Lincoln Mercury (K&E) [MCA] 10/10
9:00	**New Breed** $110,000 Scott (JWT) Miles (Wade) Edw. Dalton (K&E) Time Available [Warner] 10/3	**Ichabod and Me** $42,000 Quaker Oats (JWT) Alt. Wk. Available [Revue] 9/26	**Dick Powell** $100,000 Reynolds (L&N) Bulova (SSC&B) Pillsbury (Burnett) American Tobacco (SSC&B) Max Factor (K&E) Hertz (NC&K) Time Available [Four Star] 9/26
9:30		*Red Skelton* $59,000 S. C. Johnson (FC&B) Corn Prod. (GB&B) [Cecil Barker Prod.] 9/26	
10:00	*Alcoa Premiere* $90,000 Alum. Co. of Am. (F&S&R) [Revue] 10/3 Alternating with *Close-Up!* Bell & Howell (M-E) [ABC] and *Ernie Kovacs Specials* Con. Cigars (EWR&R) [ABC]	*Garry Moore* $130,000 R. J. Reynolds (Esty) Oldsmobile (D. P. Brother) S. C. Johnson (FC&B) [Redwing Prod.] 9/26	**Cain's Hundred** $112,000 P. Lorillard (L&N) Sunbeam (FC&B) Intl. Latex (Bates) Block Drug (Grey) Time Available [MGM] 9/19
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Straightaway** $30,000 Autolite (BBDO) Half Available [Racer Prod.-Desilu] 10/6	*Rawhide* $102,000 Gen. Foods (B&B) Bristol-Myers (Y&R) Colgate (L&N) Drackett (Y&R) Nabisco (M-E) Philip Morris (Burnett) [Four Star] 9/29	**International Showtime** $140,000 7-Up (JWT) Bulova (SSC&B) Sandura (H&G) Warner-Lambert (L&F) Time Available [NBC] 9/15
8:00	**Hathaways** $53,000 Ralston (GB&B) Polaroid (DDB) Mars (NL&B) Time Available [Screen Gems] 10/6		
8:30	*Flintstones* $50,000 Miles (Wade) R. J. Reynolds (Esty) [Screen Gems] 9/29	*Route 66* $90,000 Philip Morris (Burnett) Sterling Drug (D-F-S) Chevrolet (C-E) [Screen Gems] 9/22	*Captain of Detectives* $95,000 Colgate (Bates) B&W (KM&J) Union Carbide Intl. Latex (Bates) Reach, McClinton PPG (Maxon) Max Factor (K&E Warner-Lambert Block Drug (Grey) Pillsbury (Burnett Sunbeam (FC&B) [Four Star] 9/29
9:00	*77 Sunset Strip* $100,000 American Chicle (Bates) Whitehall (Bates) Beecham (K&E) R. J. Reynolds (Esty) [Warner] 10/13		
9:30		**Father of the Bride** $50,000 Gen. Mills (BBDO) Campbell (BBDO) [MGM] 9/29	*Bell Telephone Hour* $135,000 alt. with *Dinah Shore* $135,000 AT&T (Ayer) American Dairy (C-M) 9/29 (Bell) 10/6 (Shore) [Swanee Prod.-NBC]
10:00	**Target: The Corruptors** $110,000 P. Lorillard (L&N) Un. Carbide (Esty) Alberto Culver (Compton) DuPont (Ayer) Edw. Dalton (K&E) Lever (JWT) Speidel (M-E) Brillo (JWT) [Four Star-Barrows-Ackerman] 9/29	*Twilight Zone* $47,000 L&M (D-F-S) Alt. Wk. Available [Rod Sterling-Wm. Self Prod.] 9/15	
10:30		*Eyewitness to History*, $30,000 American Cynamid L&M; ¼ available [CBS] 9/22	**Frank McGee's Here & Now** $25,000 Gulf (Y&R) [NBC] 9/29

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Roaring 20's* $100,000 Peter Paul (D-F-S) Edw. Dalton (K&E) Gen. Cigar (Y&R) Armour (FC&B) Time Available [Warner] 10/14	*Perry Mason* $102,000 Colgate (Bates) Drackett (Y&R) Philip Morris (Burnett) Sterling Drug (D-F-S) [Paisano Prod.] 9/2	*Tales of Wells Fargo* $95,000 American Tobacco (SSC&B) Warner-Lambert (L&F) Time Available [Juggernaut] 9/30
8:00			
8:30	*Leave It to Beaver* $53,000 Ralston (GB&B-Gardner) Polaroid (DDB) Mars (NL&B) Time Available [Gomalco] 9/30	**Defenders** $100,000 B&W (Bates) Lever (OB&M) Kimberly Clark (FC&B) [CBS] 9/16	*Tall Man* $40,000 R. J. Reynolds (Esty) One-half Available [Overland] 9/9
9:00	*Lawrence Welk* $45,000 J. B. Williams (Parkson) Union Carbide (Esty) [Teleklew] 10/7		**Saturday Night at the Movies** $200,000 R. J. Reynolds, Union Carbide, Thos. Leeming (all Esty) Noxzema (SSC&B) Chemstrand (DDB) Lanolin Plus (Daniel & Charles) Maybelline (Post & Morr) Block Drug (Grey) Intl. Latex (Bates) Bulova (SSC&B) Time Available [20th Century] 9/23
9:30		*Have Gun, Will Travel* $54,000 Lever (JWT) Whitehall (Bates) [CBS] 9/9	
10:00	*Fight of the Week* $45,000 Gillette (Maxon) [Sports Programs] 10/7	*Gunsmoke* $105,000 Johnson's Wax (FC&B) Rem. Rand (Y&R) L&M (D-F-S) General Foods [Norman Mac-Donnell] 9/30	
10:30	*Make That Spare* $15,000 B&W (Bates) Brunswick (M-E) [Sports Programs] 10/7		

A clearing house for spot's paperwork

NEW CENTRAL BILLING AGENCY FOR RADIO AND TV ANNOUNCED

A central billing service for spot radio and television, designed to tidy up the paper jungle of timebuying and to increase spot business by making it easier to transact, was announced last week.

The announcement came from a new firm, Broadcast Clearing House Inc., which said it had completed arrangements with the Bank of America to handle the data-processing for "an industry-wide system of automated billing and processing" which it hopes to get in operation by early next year.

BCH is headed by President John E. Palmer, who currently is western sales manager for Mutual, Executive Vice President Lee P. Mehlig, now vice president, general sales manager and co-owner of KGMC Englewood (Denver), Colo., and Secretary Arthur Wyman Sawyer, an account executive with the Garfield, Hoffman & Conner agency in San Francisco.

Their announcement came at a time when at least two other groups in New York are known to be working on plans for similar central billing services. One is a group of former Remington-Rand systems experts working with a company experienced in broadcast advertising (CLOSED CIRCUIT, July 24). The other centers around a second company currently active in the broadcast advertising field. Although neither would reveal details pending completion of its plans, both said they would not be deterred by BCH's beating them to the wire with an official announcement.

Promising Response ▪ BCH officials said their plan had been received favorably in private presentations to a large number of agencies, station and station-representative interests, including the Station Representatives Assn. They said formal solicitations would be started by December or earlier—as soon as price schedules have been worked out. For this they said they are awaiting completion of cost estimates by Arthur Young & Co., nationally known accounting firm.

Although they could not estimate what the charges would be, they said the saving for all participants would be "substantial." They suggested that 50 to 60% of the cost should be borne by stations and the rest divided about evenly between agencies and reps.

They estimated that such a service would need the support of about 80% of the principal agencies, reps and stations, and said their target date for operation was January or February and in no event later than March 1. They said the biggest delay at the moment was in completing cost estimates on which to base price schedules for the service.

A Cherished Idea ▪ Need some sort sort of "clearinghouse" arrangement for the processing of spot radio and television orders has been widely proclaimed for many years. SRA has been actively supporting and promoting the idea since 1954.

One of the biggest arguments, especially in the case of spot radio, is that the paper work is so voluminous it discourages buying, and that, therefore, if the paper work were simplified more time would be bought. BCH noted that some agencies estimate that handling spot radio takes three times as many hours as television and five times as many as a print buy.

Another argument is that a "one bill, one payment" system for agencies would put spot bookkeeping on a par with network in this respect and hence would encourage wider use of spot. BCH said its system achieves the "one bill, one payment" objective and also will insure quicker payment for the stations. Payment by the 25th of the month following broadcast is BCH's goal. Achieving it would of course depend on the speed with which agencies and advertisers settle their obligations.

BCH officials quoted a number of industry executives in varying degrees of interest in or approval of their plan's objectives. These were Lawrence Webb, managing director of SRA; Lewis H. Avery, president of Avery-Knodel and of SRA; John Ennis, vp and media director of Foote, Cone & Belding; Shelby Page, vp and treasurer of Ogilvy, Benson & Mather; John Broomhead, manager of accounting and billing, Kenyon & Eckhardt; James O'Grady Jr., executive vice president of Young Television Corp.; Robert E. Eastman, president of the rep firm bearing his name; Kenneth Godfrey, vice president of the American Assn. of Advertising Agencies; William Kistler, vice president of the Assn. of National Advertisers and Frank Gromer, vp and media director of Foote, Cone & Belding.

Some of these quotes—most notably those of the AAAA and ANA officials—were essentially noncommittal, but others were enthusiastic:

Mr. Avery expressed enthusiasm and

The data processing for Broadcast Clearing House, a new spot billing service announced last week, will be done by the huge Bank of America. Here officials of the bank and BCH inspect some of the business machinery the bank uses. Seated and demonstrating a computer system is Ray Ellis, assistant cashier and chief console operator of the bank's data processing center. Standing l-r are Robert Reilly, vice president of the bank; Lee Mehlig, BCH executive vice president; Ed Martin, the bank's director of research; John Palmer, BCH president; H. A. Keith, assistant vice president of the bank, and Oscar Palos, research consultant to the bank.

WHO Radio should be No. 14 on any "Top Market" radio list!

50,000-Watt WHO Radio Covers 865,350 Homes In Iowa PLUS!

EVERY time your marketing strategy calls for radio in America's top *radio* markets . . . 50,000-watt WHO Radio belongs on the list!

There are only 13 markets in America in which any radio station reaches a larger audience or more buying power than does WHO!

WHO Radio reaches 865,350 homes in "Iowa *PLUS!*" (96 of Iowa's 99 counties *plus* a number of counties in neighboring states). 75% of all Iowa retail sales are made in counties you reach with WHO. (Metropolitan Des Moines accounts for only 9% of Iowa's retail sales. All eight of Iowa's leading metro areas, including Des Moines, account for just 33%.)

Many surveys, for 24 consecutive years, have measured the Iowa radio audience, and have *proved* that WHO is Iowa's most listened-to radio station. A 93-county area Pulse (March, 1961) gives WHO the No. 1 position in every weekday quarter-hour surveyed over 94 other stations.

Next time you make up a "top radio market" list, be sure No. 14 is WHO Radio! Ask your PGW Colonel for the latest information on "Iowa Plus."

Sources: Pulse (March, 1961), NCS No. 2, SRDS.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

memo to:

Alan Bobbe

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

115

RADIO WILS LANSING

1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

said the SRA board of directors "heartily endorses the objectives of BCH" and "fervently hopes that someone will lead the industry out of broadcasting's 'paper jungle.'" Mr. O'Grady said Adam Young Inc. and Young Television Corp. "would probably be willing to participate in your project, depending upon the cost factor." Mr. Eastman said the project "is important to our industry" and "it is therefore axiomatic that we support you in what you are doing to the utmost."

Mr. Ennis called the BCH presentation "most impressive." Mr. Gromer thought its possibilities "extremely interesting." Mr. Broomhead considered the idea "sound" and thought a "more efficient manner of handling a particular medium will undoubtedly generate greater use of that medium by clients." Mr. Page noted that "under the BCH plan, we will receive the benefit of a standardized bill from your organization and the advantage of preparing one check instead of many."

Mr. Webb, SRA's managing director, emphasized to BROADCASTING that SRA's endorsement applied to the idea advanced by BCH, not to BCH itself because SRA does not endorse private companies. "No matter who does it," Mr. Webb said, "the important thing is that it get done. It could be the greatest boon to spot radio and television that ever came down the pike."

Biggest Bank Involved ▪ The BCH system employs new, standardized reporting forms to gather information that is then processed by the Bank of America.

This "bookkeeping" would be done at Bank of America's data-processing center in San Francisco (see cut), which prompted industry observers to ask what effect this distance from New York, where the biggest volume of spot business is transacted, might have on the efficiency of the BCH operation. BCH officials said this question had given them some concern, too, but that after checking with stations and reps and making test runs with "jet mail" between New York and San Francisco, they were confident of cross-country delivery within 9 to 12 hours, or overnight, and that the distance therefore would pose no problem.

How It Works ▪ Here is the way BCH describes its procedures:

BCH suggests that the standardized order form originate with the station rep, be confirmed by the station and sent on to the agency, and then, upon agency acceptance, forwarded to BCH. BCH then codes each item on the order: client, product, agency, rep, station, type and class of time bought, cost of time, total cost of schedule, etc.

From this data BCH prepares a *pro forma* or *prima facie* billing statement for the agency to submit to the client. On one form this statement shows everything ordered by the client for a specific month. The information is listed and sub-totaled by states and cities and by stations.

BCH prepares its station billing form at the same time, listing all national spot business placed on a station, with accounts and products shown alphabetically. This form, according to BCH, "completely eliminates station copying errors, since there is nothing to copy." At the end of the broadcast schedule the station notes any deviations from the ordered schedule, reports any makegoods that have been authorized, and returns a copy of the billing to BCH.

When it gets this copy, BCH adjusts the bill to conform with actual station performance "and sends payment (one check) for all national spot billing for the preceding broadcast month to the station."

BCH then prepares for the agency its adjusted billing form, which shows what was ordered (as on the *pro forma* billing form), what deviations occurred, the amount by which these deviations added to or subtracted from the *pro forma* billing, and the amount of payments actually made. The entire bill for each product campaign is submitted on a single form.

BCH next prepares the representative's statement, showing for each rep all business ordered for all accounts on each station he represents. With this statement, according to BCH, goes the payment due the rep.

New York Office ▪ With announcement of its new service BCH also announced the opening of New York offices at 475 Fifth Ave. (telephone Lexington 2-8874). Mr. Mehlig, who was sales manager of WNMP Evanston, Ill., and subsequently general sales manager of KTLN Denver before he became a partner in KGMC, heads the New York operation.

Mr. Palmer, BCH president, is a radio management, sales and programming consultant in San Francisco in addition to his duties as western sales manager for Mutual. He operated his own rep firm and was with the John E. Pearson representation organization before joining Mutual. He has primary responsibility for selling the BCH concept to stations and reps.

Mr. Sawyer, BCH secretary, will work primarily among agencies and stations in New York, Chicago, Boston, Philadelphia, Detroit, Minneapolis and Atlanta, as well as on the West Coast. He has been engaged in radio sales at stations and at CBS Radio and also has had agency experience as media buyer and supervisor with Young & Rubicam and media director of John & Lewis, both in San Francisco.

"GAGS IN ABUNDANCE!" -NEW YORK TIMES

A-OKAY

U.A.A.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ DALLAS 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

THE A-OKAY'S... 32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

IDEA MAKES TV AD: BURNETT

Advertising leaders give views on creativity at workshop sponsored by 'Advertising Age'

The only thing that makes a good tv buy a bargain is a good creative idea in the commercial, Leo Burnett, board chairman of Leo Burnett Co., said Wednesday in Chicago before the fourth annual summer workshop on creativity in advertising sponsored by *Advertising Age*.

Another "hard reality" for advertisers and agencies today, he said, is that there is nothing right about a "right" media schedule until the right selling idea is found. The only thing that makes good research work is to help produce a working idea in the ad, he said, and warned that there's nothing good about a good copy platform that "strait-jackets" an idea.

Other Speakers ▪ Mr. Burnett shared the three-day workshop spotlight with a number of agency and advertiser leaders including Marion Harper Jr., board chairman and president of Interpublic Inc., New York, and Donald S. Frost, vice president of Bristol-Myers Co. The workshop director was Dr. Steuart Henderson Britt, professor of marketing, Northwestern U. School of Business.

George G. Huntington, vice president and general manager of TvB, told the workshop that if total advertising is to grow it cannot reply entirely on the increased budgets of current clients. "We all must find new clients by showing more basic material manufacturers that they have an obligation to their customers' customers, that only by going to the public through their own advertising can they have a vote in the future of their own industry." Mr. Huntington showed TvB's "Progress of Discontent" film presentation.

Mr. Burnett outlined growing pitfalls in today's chain of command at both agency and client which too often may serve to stifle the creative process and result in "watered down" advertising. Among these he listed "coddling of unworthy egos," rule by committee, presentation by relay and revision by chain reaction.

He said that the protection of creative people against the realities of the advertising business is another reason "why we have so much tired and ineffective advertising. These creative people by their withdrawal from reality have forced the responsibility for making decisions on the clients and account executives—the very situation they decry."

Lint-Picking ▪ Mr. Burnett felt the recent increase in legal lint-picking in advertising is understandable. Some of its worst aspects, however, have not come from government agencies such as the Federal Trade Commission but from super-safe, over-protective legal advisers of both advertisers and agencies, he said. Both agency and client must shoot for honesty, truth and clarity, he said, but he felt young lawyers "too often seem to make it their mission to qualify and sterilize copy to the point that it loses its birthright."

Mr. Harper told the workshop that "revolutionary" results are coming out of the experimental creative climate that Interpublic has formed in the unique penthouse offices of Jack Tinker and Partners at New York's Hotel Dorsett. Although he could not give specifics because the Tinker projects are "classified," Mr. Harper said the

May television network billings up 7.3%

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(SOURCE: TvB/LNA-BAR)

	May 1961	January-May 1961	January-May 1960	% Change
Agriculture & farming	$ 260,773	951,454	992,484	—4.2%
Apparel, footwear & accessories	1,245,193	4,905,144	3,512,995	+39.6%
Automotive, automotive accessories & equipment	3,829,492	19,664,494	23,258,155	—15.5%
Beer, wine	589,755	2,657,031	3,321,260	—20.0%
Building materials, equipment & fixtures	869,676	1,951,562	1,234,584	+58.1%
Confectionery & soft drinks	1,772,077	9,882,430	7,189,164	+37.5%
Consumer services	400,054	2,898,912	1,930,697	+50.1%
Drugs & remedies	6,560,135	37,882,428	35,882,545	+5.6%
Entertainment & amusement	37,637	429,322	143,517	+199.1%
Food & food products	11,480,826	57,565,293	48,428,630	+18.9%
Freight, industrial & agricultural development	—	270,010	247,530	+9.1%
Gasoline, lubricants & other fuels	1,898,885	7,224,394	6,530,576	+10.6%
Horticulture	26,162	71,345	371,250	—80.8%
Household equipment & supplies	2,775,722	12,356,374	11,121,912	+11.1%
Household furnishings	272,121	1,547,037	2,910,835	—46.9%
Industrial materials	1,131,010	8,345,449	9,253,733	—9.8%
Insurance	875,230	4,961,954	4,903,838	+1.2%
Jewelry, optical goods & cameras	1,426,167	5,489,557	5,077,456	+8.1%
Office equipment, stationery & writing supplies	481,102	1,274,875	1,442,596	—11.6%
Publishing & media	207,223	973,034	27,964	+3479.6%
Radio, tv sets, phonographs-musical instruments, accessories	191,269	988,163	1,828,837	—46.0%
Retail or direct by mail	40,177	104,235	36,792	+283.3%
Smoking materials	7,036,374	32,968,385	32,751,351	+0.7%
Soaps, cleansers & polishes	7,245,863	35,982,908	29,780,465	+20.8%
Sporting goods & toys	233,595	1,422,105	1,162,740	+22.3%
Toiletries & toilet goods	10,038,364	47,437,480	45,629,068	+4.0%
Travel hotels & resorts	—	33,829	685,212	—50.6%
Miscellaneous	755,228	3,735,741	3,667,036	+1.9%
TOTAL	$61,680,110	$303,974,945	$283,323,222	+7.3%

ESTIMATED EXPENDITURES OF TOP 15 NETWORK BRAND ADVERTISERS

May 1961

Source: TvB/LNA-BAR

1.	Anacin tablets	$913,170
2.	Winston cigarettes	714,185
3.	Crest tooth paste	689,427
4.	Metrecal	620,882
5.	Salem cigarettes	605,264
6.	Du Pont paints (home)	601,576
7.	Swan liquid detergent	585,326
8.	Kent cigarettes	536,115
9.	Pall Mall cigarettes	526,180
10.	Chevrolet passenger cars	525,844
11.	Beech-Nut gum	499,992
12.	One-A-Day vitamin tablets	483,743
13.	Tide	478,394
14.	Viceroy cigarettes	452,728
15.	Bufferin	437,398

ESTIMATED EXPENDITURES OF TOP 15 NETWORK COMPANY ADVERTISERS

May 1961

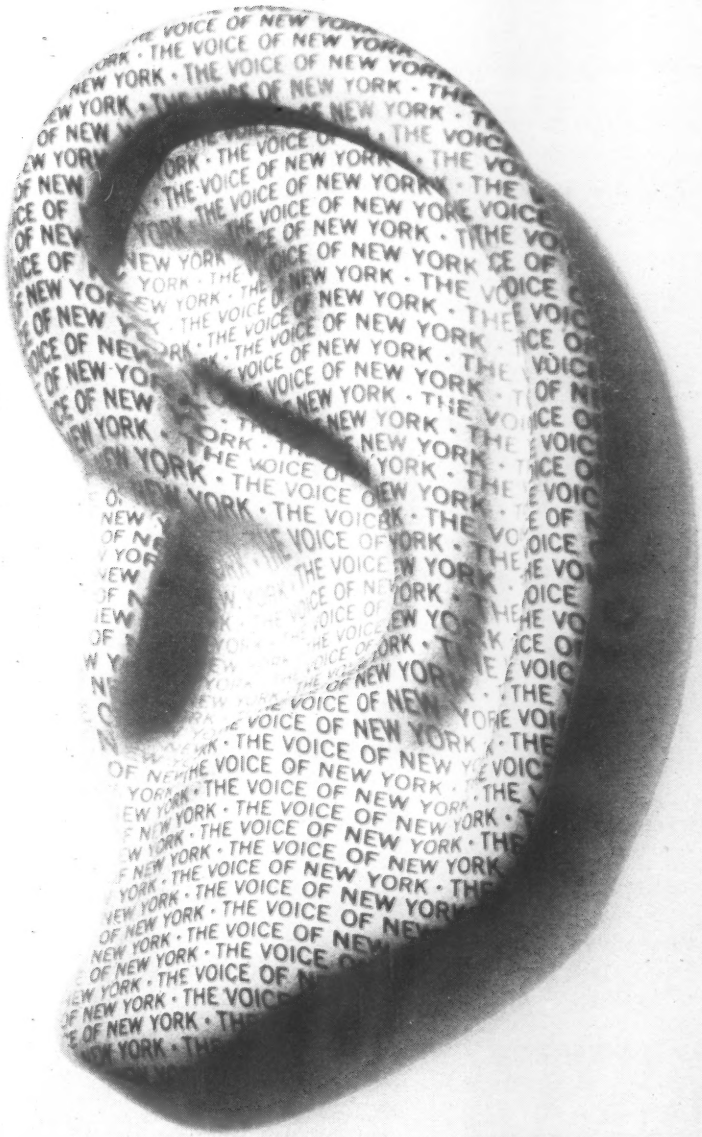
Source: TvB/LNA-BAR

1.	Procter & Gamble	$4,486,609
2.	American Home Products	2,666,452
3.	Lever Brothers	2,640,451
4.	General Foods	1,776,077
5.	R. J. Reynolds Tobacco	1,645,985
6.	General Motors	1,622,665
7.	Colgate-Palmolive	1,584,143
8.	General Mills	1,423,582
9.	Brown & Williamson	1,395,940
10.	Gillette	1,299,445
11.	E. I. du Pont de Nemours	1,221,448
12.	P. Lorillard	1,194,645
13.	Texaco	1,179,486
14.	Sterling Drug	1,142,092
15.	National Biscuit	1,109,481

wmca 570 kc

The ears have it!
The best in entertainment, news and public affairs reaches 2½ million ears every day on wmca where 86% of the listeners are adults.*

*Pulse Cume March '61
and Aud. Comp. Feb. '61



wmca THE VOICE OF NEW YORK
wbny THE VOICE OF BUFFALO
rpi THE VOICE OF NEWS
the straus broadcasting group

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

AUTO STORE SALES*
$450,424,000
SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Valiant

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

three-year experiment, now at the halfway mark, is producing considerable positive results from putting four top creative minds in a free atmosphere and relieving them of all administrative and deadline pressures. The four partners are John H. Tinker Jr., Donald G. Calhoun, Dr. Herta M. Herzog and Myron C. McDonald.

The mixture is a form of intellectual adrenalin on their individual ability to think, Mr. Harper explained. The frictions of creative conversation, tackling only one problem at a time and seeing it through, he said, brings about a valuable "third view" about a problem distinct from that of either agency or client. The hope of advertising in the future is in experimentation, Mr. Harper said. He cited a great need for innovation and better advertising to raise the profit curve of American business.

Eight-Second Spot ▪ Perhaps the biggest creative challenge in television today is the eight-second spot, according to Lawrence E. DuPont, vice president and director of tv-radio, Tracy-Locke Co., Dallas, who outlined the basic do's and don'ts of the successful ID commercial. "The copy man must employ almost surgical discretion deciding how much he can remove without killing the patient," he observed.

"ID producers by and large are melancholy folks," he said. "All day long their beat their fists in claustrophobic frenzy against the walls of the tiny eight-second world in which they are imprisoned. Then in the evening they go home only to see a spectacular, 2-½ minute commercial featuring thousands of beautiful girls, gorgously attired, complete with hot and cold running fountains, palatial sets and music by David Rose . . . It makes it easier to understand why on some occasions he has a compulsion to beat his wife, poison the cat and kick the hell out of every clock in the house."

Mr. DuPont said the most successful eight-second spot is a production in itself, not an edited clip from a longer spot. It is simple and sticks to one idea. It is "mostly effective as reminder advertising. Those who expect it to do more are kidding themselves." It has an advantage in driving home a dominant sales theme because of brevity.

It is necessarily "succinct and to the point. If the viewer remembers anything you said, the only thing he can remember is your sales theme." Research experiments, he said, show that the picture overshadows other elements, including print, voice and sound, but all must be properly blended.

Music Function ▪ Mitch Leigh, president of Music Makers Inc., New York, described how music in broadcast commercials today has evolved into a highly effective dramatic tool to produce "emotional memorability" for the sales message. Music well scored, he said, can immediately establish the mood of the commercial message and eliminate the need for the first paragraph of the copy script. Music sets the quality tone for a product promptly, too, he added.

Music in the tv commercials sets the "image" for what is being talked about while in the radiospot "music must make the picture itself," Mr. Leigh said. Music can be used to give visual depth to the flat screen of the tv commercial, he said, explaining that to be most effective music must be carefully coordinated with both copy and art.

Practical tips and a demonstration showing how to cut costs in production of tv commercials without losing quality or effectiveness was given by Hooper White, manager of New York commercial production for Leo Burnett Co. Oversimplified: "Hire good writers." Mr. White said no amount of production "lily-gilding"—which is expensive—can cure bad writing or a poor sales idea in the first place.

An even 20 of the top current tv commercials were reviewed by a panel consisting of Donald S. Frost, Bristol-Myers Co.; management consultant Edgar Kobak, and Hildred Sanders, vice president in charge of radio-tv, Honig-Cooper & Harrington, Los Angeles. But they could not agree on any spot as the

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week July 27-Aug. 2 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., July 27	**The Untouchables** (9:30 p.m.)	ABC-TV	18.5
Fri., July 28	**The Law & Mr. Jones** (10:30 p.m.)	ABC-TV	18.6
Sat., July 29	**Have Gun, Will Travel** (9:30 p.m.)	CBS-TV	22.0
Sun., July 30	**What's My Line?** (10:30 p.m.)	CBS-TV	21.3
Mon., July 31	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	14.8
Tue., Aug. 1	**Thriller** (9 p.m.)	NBC-TV	14.9
Wed., Aug. 2	**Naked City** (10 p.m.)	ABC-TV	15.7

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best, opinion ranging widely as to individual likes. They did agree that they liked the Dristan spot the least. The talk disclosed one success story: the Jax Beer cartoon spots, a southern regional account, have proved so popular people phoned to ask when they will be aired. As a result, Jackson Brewing Co. lists the times in its newspaper ads.

Compton-Saussy affiliation

Compton Adv., New York, announced July 31 it has acquired an interest in and affiliation with Walker Saussy Adv., New Orleans. The only personnel change involves Donald H. Halsey, Compton vice president, who also will serve as senior vice president of Walker Saussy.

Business briefly...

U. S. Time Corp., N. Y., will sponsor four full-hour entertainment specials on ABC-TV during the 1961-62 season. This in addition to the company's partial sponsorship of the *Steve Allen Show* on the network (Wed., 7:30-8:30 p.m. EDT), and one-half sponsorship of two Bing Crosby specials. Agency: Warwick & Legler, N. Y.

Oldsmobile Division, General Motors Corp., Detroit, has signed for alternate-week, full-hour sponsorship of *Garry Moore Show* (CBS-TV, Tues., 10-11 p.m. EDT), starting Sept. 26. Agency: D. P. Brother, Detroit.

Ac'cent International, division of **International Minerals & Chemical Corp.,** has purchased a four-week '30-Plan' schedule on CBS Radio. Agency: Needham, Louis & Brorby, Chicago.

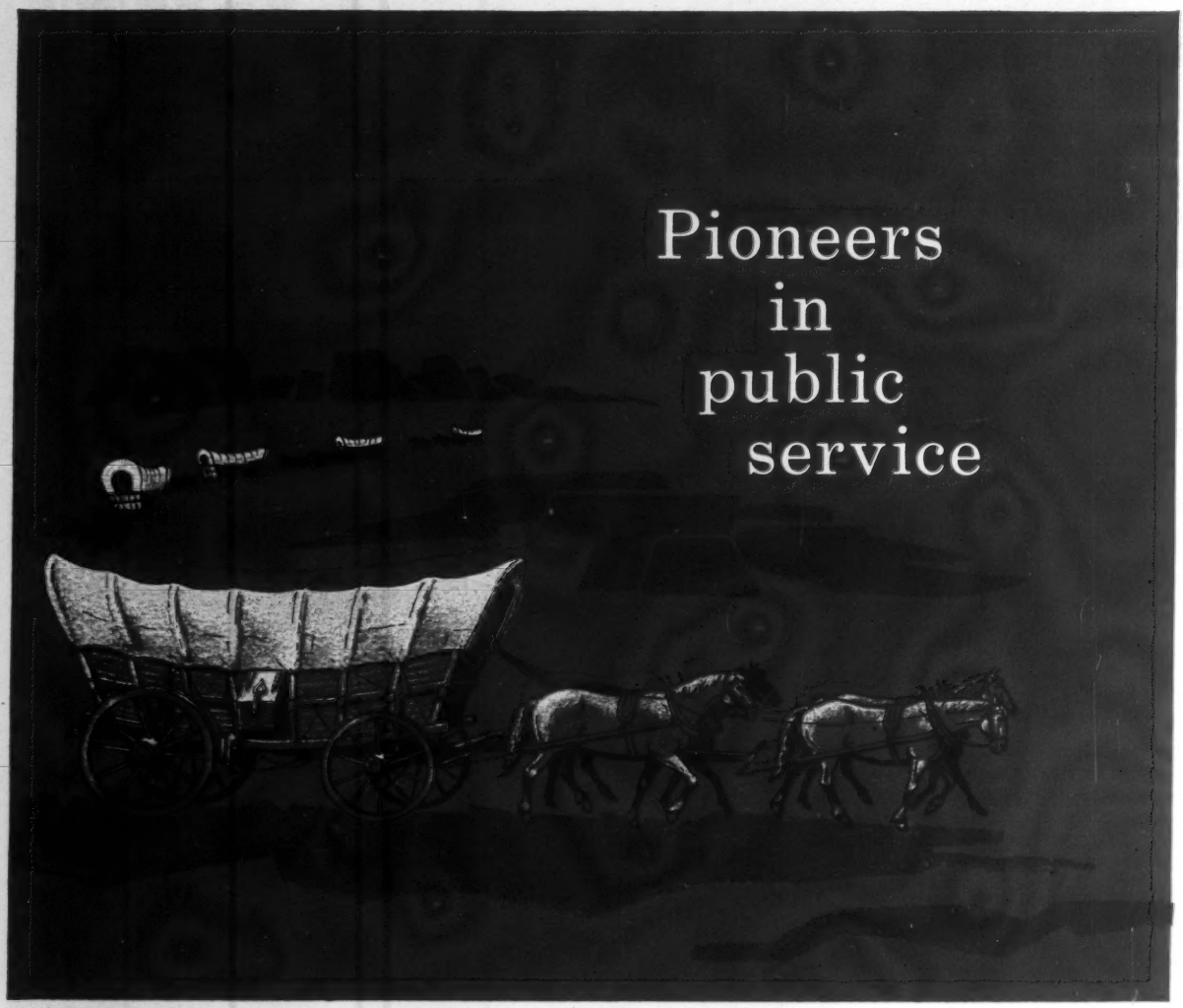
Chevrolet Division, General Motors Corp., will sponsor the 24th annual Soap Box Derby on CBS Radio Sunday, Aug. 20 (5:30-5:45 p.m. EDT). Agency: Campbell-Ewald Co., Detroit.

The Professional Drycleaners of Oklahoma will launch a state-wide television advertising campaign Aug. 13-19, on WKY-TV Oklahoma City, KVOO-TV Tulsa and KSWO-TV Lawton. The campaign was prepared by Ackerman Assoc., Oklahoma City.

Rep appointments...

- KHEY El Paso, Tex.; KHAR Anchorage, Alaska: Venard, Rintoul & McConnell, N. Y., as national representative.
- KFRM Concordia, Kan.: Spot Time Sales, N. Y., as national representative.
- KRLD-AM-TV Dallas: Advertising Time Sales, N. Y., as national representative.
- KODA Houston: Advertising Time Sales, N. Y., as national representative.

EXPRESS TO
FLINT SAGINAW
BAY CITY MIDLAND
MOST EVERYONE'S CARRIED AWAY
5
CHANNEL 5
SERVING THE ONE BIG TOP 40 MARKET OF FLINT • SAGINAW • BAY CITY AND MIDLAND FROM WITHIN!
Gerity STATION
WNEM-TV
EASTERN MICHIGAN'S FIRST VHF STATION—FIRST ALL WAYS!



The Conestoga Wagon, a pioneer in transportation, originated in Lancaster County, Pennsylvania. It was the principal medium of westward travel, prior to the railroads.

WGAL-TV, a pioneer station, introduced television to a sizeable area of Pennsylvania. Since its inception in 1949, WGAL-TV has firmly maintained its pioneering principles by being constantly alert to new and better ways of serving viewers throughout its coverage area.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

AD EXECS AGAINST 40-SECOND BREAK

Nowland survey finds 78% opposed, 12% in favor

Almost eight out of 10 of the men who should know the consequences of the move best, are opposed to the coming extended station-break time on network tv. This is the conclusion of a national survey of advertising executives released Friday (Aug. 4) by Nowland & Co., Greenwich, Conn., marketing research and consulting firm.

Of the 419 people canvassed (included were executives employed by either advertisers or advertising agencies) 78% were against an increase in station-break time to 40 or more seconds, 12% favored the extension, and 10% were undecided.

The survey also revealed that agency executives were more biased against the added commercial time in station-break periods than were their advertiser-based counterparts. About 82% of the agency men were opposed to the plan with 8% for it, compared to 75% of the advertiser executives opposed and 15% in favor. Among other conclusions of the survey:

- Too many commercials now being used in station-break time and the problem of triple spotting under the current set up, were the chief reasons given by 48% of the executives for opposing the new plan.
- Another 19% of the advertising men felt that increasing station break time would be detrimental because it would lead to a loss of audience during this period, while 18% more said the move would dilute or reduce the value of the commercial message.
- Of those in favor of the move, 45% stated that any increase in the available spot tv time would also increase the inherent values of this type of advertising buy, while another 18% felt the increased time would decrease rates for the commercials, and 16% were convinced the move would have no effect at all.

An earlier national survey, also conducted by Nowland & Co. and released July 31, indicated that a large majority of advertising executives are attuned to FCC Chairman Newton Minow's public cries that tv is not operating as well as it should in the public interest. Of 437 major advertising executives questioned, 80% agreed with Mr. Minow that tv is in need of large-scale repairs. But only 34% believe that sponsors will jump on the bandwagon and stump for improved programming policies, while 52% felt sure that sponsors would take no action.

SCBA opposes savings & loans fetters

Southern California Broadcasters Assn. has gone on record as opposing some of the proposed changes in the California regulations for savings and loan association advertising as unfairly discriminating against radio and tv.

The particular target of SCBA, which includes about 50 am stations (and all in the Los Angeles metropolitan area), is the proposed rule that no claims of superiority can be made in savings and loan association advertising unless the ad "sets forth in detail valid reasons for its claim."

In a letter to Preston N. Silbaugh, California savings and loan commissioner, Robert M. Light, SCBA president, expressed "deep concern" that this proposal "would restrict the use of advertising on broadcast media. This is for the reason that the relatively short time allotted for commercial announcements in broadcasting would not effectively reproduce all of the information required. Thus, associations would be forced to utilize only the printed medium for this type of advertising.

"In other words," Mr. Light stated, "a short pithy clarifying statement in 6-point type is no problem in print. This same statement could require most of the time of a 60-second commercial (generally the greatest length ever permitted a single advertiser during any one commercial)."

ANA-AAAA opinion offered on local ads

The facilities of the joint ANA-AAAA committee for improvement of advertising content now will be available on request for local problems of objectionable advertising.

The extension of the committee's arm is being announced today (Aug. 7) by the Assn. of National Advertiser and the American Assn. of Advertising Agencies which jointly sponsor the unit. Up to this time, the committee has dealt only with national and regional agency-placed advertisements. The project is in connection with the joint "Interchange of Opinion on Objectionable Advertising."

The offer has been transmitted to the Assn. of Better Business Bureaus, the Advertising Federation of America and the Advertising Assn. of the West because these are the groups "chiefly in-

NIELSEN

First Report for July, 1961
(Based on two weeks ending July 9, 1961)

NIELSEN TOTAL AUDIENCE (†)

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	30.8	14,445
2.	**Untouchables**	26.7	12,522
3.	**Andy Griffith Show**	24.9	11,678
4.	**Have Gun, will Travel**	24.9	11,678
5.	**What's My Line?**	24.8	11,631
6.	**Garry Moore Show** (10:30 p.m.)	24.7	11,584
7.	**Wagon Train**	24.6	11,537
8.	**Candid Camera**	24.2	11,350
9.	**Garry Moore Show** (10:00 p.m.)	24.1	11,303
10.	**77 Sunset Strip**	23.7	11,115

NIELSEN AVERAGE AUDIENCE (‡)

		% TV homes	No. TV homes (000)
1.	**Gunsmoke**	28.5	13,367
2.	**Andy Griffith Show**	22.8	10,693
3.	**What's My Line?**	22.6	10,599
4.	**Garry Moore Show** (10:30 p.m.)	22.6	10,599
5.	**Have Gun, Will Travel**	22.4	10,506
6.	**Candid Camera**	22.2	10,412
7.	**Garry Moore Show** (10:00 p.m.)	21.4	10,037
8.	**Red Skelton Show**	20.4	9,568
9.	**My Three Sons**	20.3	9,521
10.	**Untouchables**	19.2	9,005

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

Background: The following programs in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Candid Camera (CBS-175): Bristol-Meyers (Y&R), Lever (JWT), Sun. 10-10:30 p.m.

Andy Griffith Show (CBS-177): General Foods (B&B), Mon. 9:30-10 p.m.

Gunsmoke (CBS-201): Liggett & Meyers (DFS), Remington Rand (Y&R). Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-164): Lever (JWT), American Home Products (Bates), Sat. 9:30-10 p.m.

Garry Moore (CBS-161): Chrysler Corp. (Ayer), S. C. Johnson (NLB), Polaroid (DDB), Tues., 10-11 p.m.

My Three Sons (ABC-188): Chevrolet (C-E), Thur. 9-9:30 p.m.

77 Sunset Strip (ABC-174): American Chicle, Whitehall (both Bates), R. J. Reynolds (Esty), Beecham Products (K&E), Fri. 9-10 p.m.

Untouchables (ABC-179): L&M (M-E), Armour (FCB), Whitehall (Bates), Beecham (K&E), Union Carbide (Esty), Sunbeam (FCB), Thur. 9:30-10:30 p.m.

Wagon Train (NBC-186): R. J. Reynolds (Esty), Ford (JWT), National Biscuit (M-E), Wed. 7:30-8:30 p.m.

What's My Line? (CBS-147): Sunbeam (Perrin-Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

Copyright 1961 by A. C. Nielsen Co.

OUR GUYS ARE THERE!

When a campaign is breaking... When orders are being placed... When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!

strumental in setting up local improvement programs."

The committee said its help can be offered only if requested and if local advertisements are criticized "on grounds of taste or opinion" but that it will not deal with "factual validity of claims" and it doesn't plan to duplicate the work of government regulatory agencies or the BBB in this area.

Votes and Comments ▪ The committee said that in view of the imporance of the local ad area, local groups in charge of "truth" projects may wish to forward cases to the committee for its votes and comments. It was noted that a legal restriction demands that votes and comments be sent directly to the local advertiser and agency concerned and cannot be given to "other local people."

If a majority of the committee's 20 members holds the particular advertising to be objectionable, its opinions are sent to the advertiser and the agency. If the majority regards the advertising "seriously" harmful to the profession it asks both parties to take corrective action.

The committee, which said it considers the local programs for truth and taste in advertising in cities throughout the country extremely important for advertising's welfare, noted an estimate of at least 30 such panels formed by advertising clubs and another 15 planned by other ad clubs.

Smith-Corona Marchant names BBDO as agency

Smith-Corona Marchant Inc., which pulled its approximately $1.5 million account from Cunningham & Walsh last June (BROADCASTING, June 26), appointed BBDO to handle its advertising last week. The move came after the typewriter company had interviewed several agencies.

BBDO will handle all of the Smith-Corona product lines: portable typewriters, office typewriters, a new "compact" electric typewriter developed by the company, calculators, photocopy equipment and other office machines. Smith-Corona currently is pushing its new electric product line on all fronts and an increase in broadcast billings for the year is indicated. Last year, through Cunningham & Walsh, about $350,000 of the company's billings went into broadcasting. This year, as the result of a first-quarter spring promotion on NBC-TV's *Today* show and increased activity in radio spot, it's indicated that the typewriter manufacturer may double its broadcast billings.

Smith-Corona left Cunningham & Walsh after 26 years. Its departure contributed heavily to the shake-up of C & W's higher echelon last month (BROADCASTING, July 24).

CBS Radio Pacific signs AHP for 'news/dimension'

American Home Products has become the first advertiser to buy CBS Radio Pacific's new regional split-run "news/dimension" package.

The plan offers run-of-schedule segments in virtually all the 10-minute CBS Radio news and five-minute news supplements aired between 9 a.m. and 5 p.m. seven days a week. Advertisers can buy one-minute announcements in five-minute segments or 30-second announcements in 2½-minute segments. They also have a choice between buying Group I (20 stations in California, Arizona, Oregon and Washington) or Group II (Group I plus 18 additional outlets in Colorado, Utah, Wyoming, Nebraska, Montana, Nevada, New Mexico, South Dakota and Texas).

The plan is available in three run-of-schedule packages, based on audience composition. There is "weekday" (66% women in audience), "weekend" (50% women, 50% men) and "total week" (combination of the two). The one-time rate for a five-minute segment is $275 for Group I, $375 for Group II, dropping to $245 and $345 for 12 or more spots per week for 52 weeks. For 2½-minute segments, the Group I rates begin at $195 and drop to $165, the Group II rates start at $280 and end at $250.

The plan includes 81 programs a week, the regular network newscasts plus *Information Central, Your Man in Paris, Woman's Washington, To Your Health* and *Moscow Scene.*

American Home Products on Aug. 31 starts using the "news/dimension" package on Group II (38 stations) for 20 weeks on behalf of Dennison's foods. Young & Rubicam is agency.

Agency personnel shifts

Harry B. Cohen Sr., board chairman of Cohen & Aleshire, became senior vice president and member of the executive commitee of Donahue & Coe Inc. when the latter agency acquired Cohen & Aleshire's major accounts and key executives on Aug. 1 (BROADCASTING, July 24).

Other C&A officers who became vice presidents at D&C include: Edward Aleshire, president; Frank Brady, executive vice president and Harry B. Cohen Jr., vice president, secretary and treasurer. Some 15 other Cohen & Aleshire personnel will be absorbed by Donahue & Coe, which gains $3.5 million in radio-tv billing as a result of the merger. No change in the name of the Donahue & Coe agency is contemplated. Grove Labs., a division of Bristol-Myers, with billing of about $2.5 million, is the largest account involved in the move.

Announcing GREATLY INCREASED POWER!

SOON FOR KPOL

TO REACH MORE LISTENERS IN SOUTHERN CALIFORNIA THAN EVER BEFORE!

2 POWERFUL STATIONS FOR 1 PRICE!

When you buy time on KPOL AM, you automatically get equal time on KPOL FM. The attractive program format of great popular music 24 hours a day, news on the hour, headlines on the half hour, and commercials only on the quarter hour, have resulted in a high number of adult listeners from higher income families. This combined with low rates and soon new top power make KPOL

THE BEST BUY IN LOS ANGELES For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Boulevard, Los Angeles 5, California.

Represented Nationally by Paul H. Raymer Company

AM 1540
SOON
50,000
WATTS Daytime
10,000 Watts at Night

FM 93.9
SOON
100,000
WATTS
both day and night

KPOL

In Chicago

...**world's busiest rail center**... the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York *plus* St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!

In Chicago

WGN

TELEVISION

offers better programming through dedicated community service!

WGN IS CHICAGO

Quality · Integrity · Responsibility · Performance

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

Phoenix Studios Inc., 420 Lexington Ave., NYC 17

National Biscuit Co. (Millbrook Bread), one 60, one 45, animation, film. Agency: Goulding-Elliott-Graham for McCann-Erickson Inc.; Ed Graham a.e., G-E-G; Gus Guckenberger a.e., McCann-Erickson; Chet Gierlack prod. mgr.

Transfilm-Caravel Inc., 445 Park Ave., NYC 22

Colgate-Palmolive (Fab), one 60, live, film. Agency: Ted Bates.

Lionel Corp. (Lionel Trains), four 60s, live, film. Agency: Grey Adv. Inc.

P. Ballantine & Sons (Ballantine Ale), one 60, live film. Agency: William Esty.

Nestle Co. (Nescafe), two 60s, one 40, one 20, two 10s, live, film. Agency: F. H. Hayhurst.

Continental Baking Co. (Wonder Bread), two 60s, two 20s, two 10s, live, film. Agency: Ted Bates.

Revlon Inc. (Living Curl), one 60, live, film. Agency: Warwick & Legler.

Greyhound Corp. (Greyhound Buses), four 35s, 12 IDs, live, film. Agency: Grey Adv. Inc.

R. J. Reynolds (Camels), one 60, live, film. Agency: William Esty.

Minneapolis-Honeywell, three 60s, live, film Agency: Campbell-Mithun.

RCA (RCA Records), one 60, one 20, live, film. Agency: Grey Adv. Inc.

TvB pitch asks: is tv price too low?

Is television's price too low?

A new Television Bureau of Advertising brochure raises this question. TvB offers evidence to substantiate the claim that "it costs less to be a tv advertiser than to be a newspaper advertiser."

To tell how much a medium costs, and whether it's worth the price, TvB asks first that advertisers check any medium on these two counts: "what you actually pay to become an advertiser in a given medium, and what you buy with what you pay (a way to sell people and an audience)."

In terms of dollars, the brochure lists the costs of a one-minute tv commercial and a 1,000-line newspaper ad in the average of the country's top 100 markets (take the total costs and divide by 100). The costs: daytime tv minute, $100; late-night minute to reach the husband and wife together, $150; prime time minute for maximum family audience, $230; the 1,000-line newspaper ad, $624.

TvB declares the easiest way to look at the comparative price situation is to start with a hypothetical budget, for example, $300,000, which would buy: one 1,100-line ad in each of the nation's 1,763 daily newspapers with a combined circulation of 59 million copies; or, a full-page black and white ad in all 13 magazines with circulations over 3 million (combined circulation: 74 million copies), or one of the 14 most expensive nighttime network tv shows with a potential reach of 46 million homes.

Continuing, TvB says: "Assume the almost impossibly high readership figure of 50% for both newspapers and magazines and compare with the actual measured audience of the television show." The table as shown in the brochure:

	Sales calls (000,000)	Cost per 1,000 sales calls
Newspapers	29	$10.00
Magazines	37	8.00
Television	49	6.29

To put it another way, TvB adds: "If you wanted to create a million sales impressions in each of the three media, it would cost: newspapers, $10,000; magazines, $8,000; television (most expensive show), $6,290."

Revlon drops specials for scheduled shows

Revlon Inc. and Harry Belafonte parted company last week. In the past two years the cosmetic firm and the entertainer collaborated on two successful hour-long specials on CBS-TV, and had a contract calling for two more original shows during the coming season.

Revlon atributed its move to a change in basic advertising policy—from sponsorship of specials to regularly scheduled shows. In the past the company sponsored only specials, but last spring began to pick up alternate-weeks of NBC-TV's *Alfred Hitchcock Presents* and *Wagon Train*. Plans for the coming season call for alternate-week sponsorship of CBS-TV's *Ed Sullivan Show* and *Checkmate*, and possibly an hour-long Christmas special.

A company spokesman denied that Mr. Belefonte's dissatisfaction with the number or content of commercials used on past Revlon specials had anything to do with the discontinuance of the programs. He said the first program, presented in December, 1959 (it won an Emmy Award), only contained two commercials, and the other one, telecast last November, carried "a not excessive" four commercial messages during the hour.

'Negro Group Plan' offered by Howard

A "Negro Group Plan" for advertisers that claims a radio coverage area reaching 54.2% of the national Negro market was announced last week by radio-tv representative Bernard Howard & Co., New York, which reps a major list of Negro-programmed radio stations. Included are five separate groupings: national, southern, northern, west coast and a selected "first 15" Negro metropolitan area.

The plan accommodates variations in schedules, a rate card issued showing costs for 12, 18 and 24 announcements plus 6 quarter hours per week for 13, 26 and 52 weeks for each of the groups offered. "National" coverage rates, for example, show a cost range from $32,472.18 for 12 weekly minutes for 13 weeks to $209,118 for 24 weekly minutes for 52 weeks, and $63,997.57 for six weekly quarter-hours for 13 weeks to $212,122.56 for the same amount of time purchased for 52 weeks. The firm represents stations in 27 markets.

Pepsi forms Teem Division

The Pepsi-Cola Co., New York, has formed the Teem Division to implement marketing of Teem, Pepsi's lemon-lime drink, and other new beverage products.

Robert M. Worden, a 10-year Pepsi veteran, has been elected a vice president of the company and placed in charge of the new products unit.

A full-scale advertising campaign, including radio and television spots, has been prepared for use by Teem's 250 bottlers. BBDO, New York, is the agency.

Burma-Shave appoints Scott

Burma-Vita Co., Minneapolis, has appointed R. Jack Scott Inc., Chicago, as agency to handle its new one-year saturation spot tv test for Burma-Shave in major markets this fall, starting with Chicago (CLOSED CIRCUIT, July 24). The historic roadside signs are to be preserved, but they may be curtailed some.

L. C. Odell, vice president and director of sales for Burma-Vita, said "we're shooting for the moon" in the television drive and spots "will be running out of your ears." He said the test is for a full year because no advertiser should expect any medium to do an effective job in any lesser period. Former agency was Bozell & Jacobs, Minneapolis.

KRON is TV in SF

San Franciscans are sold on KRON-TV

NUMBER 1
LOCALLY-PRODUCED
NEWSCAST IS ON
KRON-TV
(June 1961 Nielsen)

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE

ANY CHANCE FOR UHF BUILD-UP?

FCC tries forcing action to get broadcasters into high band but some see it as re-run of an aid-to-fm policy that failed

The FCC has taken another step down the road to uhf television—and this time it is holding out a carrot to persuade reluctant broadcasters that it would be a good idea to move into the upper band.

In a clear attempt to whet broadcasters' appetites for uhf, the commission proposed last week to give these benefits to uhf applicants:

- Dual operation in both vhf and uhf for those already broadcasting in the vhf band.
- A pool of uhf channels to be reserved for existing commercial broadcasters for about three years.
- A first come-first served policy in uhf applications whereby an applicant will be guaranteed the channel he seeks without a hearing.
- Relaxation of various technical requirements that will make it less expensive to build and operate a uhf station.
- Abolition of the uhf table of allocations so that applicants may apply for any uhf channel—with some restrictions, however, to prevent a concentration of desirable, low band uhf stations.

As a further nod to uhf, the FCC proposed to deintermix eight cities by removing the single vhf outlet now in each community and converting the eight to all-uhf markets (see table this page).

At the same time, the commission proposed to add a third vhf channel at less than minimum mileage spacing to eight cities to create competitive facilities for the three networks (see table, page 55).

And, in three other cities the commission issued final orders to add a vhf to each, but without shortening mileage separations (see table, page 55).

The proposals to beef up the uhf system had the support of five of the seven FCC commissioners, but the proposal to remove the v's from the eight markets carried by a one-vote majority. Chairman Newton N. Minow, Commissioners Robert T. Bartley, Robert E. Lee, Frederick W. Ford, and John S. Cross were in agreement on the moves to expand the use of uhf, with Commissioners Rosel H. Hyde and T. A. M. Craven opposing.

On the proposals to delete the vhf's in the eight markets, the chairman and Messrs Bartley, Lee and Ford constituted the majority, with Messrs. Hyde, Craven and Cross the opposition.

The rule-making notices to drop new v's into eight cities were made by unanimous vote. The commission split in different ways on the final orders dropping new v's, without changing mileage separations, into three cities (see table, page 55).

All the actions were announced July 28 (BROADCASTING, July 31), but it was not until last week that the details became available.

Insurance ▪ The commission's proposals were greeted with dismay by many broadcasters and Washington lawyers and engineers. The consensus of their views is that the FCC is trying to force telecasters into uhf—just as it tried several years ago to force standard am broadcasters into fm.

"The only thing they'll succeed in doing," one knowledgeable Washington observer stated, "is to force a tv broadcaster to take out uhf insurance. It's just what they did in fm."

The managing director of one of the larger group owners said his company would have "no interest in duplicating our v's with u's." Spokesmen for networks and other major group owners begged off answering on the ground that they had not had time to study the document and the FCC's reasoning.

The move to drop an extra vhf into cities, even though at short spacing, was considered all to the good by network executives. ABC found it all for the best, and CBS and NBC found some good in the proposals—in that it would relieve some of their affiliates of handling two networks.

Uhf to the Fore ▪ If the FCC notification and actions can be taken at face value, the ultimate for tv is a heavier reliance on uhf—either on an area basis, or conceivably as the basic service throughout the country.

But the FCC's actions cannot be taken without reservations.

First, the moves are proposals only

The deintermixture move in eight markets

DONE ONLY WHERE V'S ARE IN COMPETITION WITH U'S

In proposing to delete the single vhf channel in the following eight markets, the FCC stressed that this was only being done in instances where the v's are in competition with uhf stations in the same area. Comments on these rule-making notices are due by Nov. 2:

City	Present Allocation	Proposed Allocation
Binghamton, N.Y.	12—, 40—, *46+, 56+	24—, 40—, *46+, 56+
Elmira, N.Y.	18+, 24—, 30	18+, 30

Operating in Binghamton: WNBF-TV, ch. 12; WINR-TV, ch. 40; cp for ch. 56 held by Alfred E. Anscombe; cp for educational ch. *46 held by U. of State of N. Y. In Elmira: WSYE-TV, ch. 18.

Champaign-Urbana, Ill.	3+, *12—, 21, 27, 33	*12—, 21, 27, 33

Operating in Champaign-Urbana: WCIA (TV), ch. 3; WCHU (TV), ch. 33; educational WILL-TV, ch. *12.

Columbia, S.C.	10—, 19+, 25—, *31—	19+, 25—, *31—, 43—
Marion, S.C.	43—	.....
Orangeburg, S.C.	44—	.....

Operating in Columbia: WIS-TV, ch. 10; WNOK-TV, ch. 19; cp for ch. 25 held by First Carolina Corp.

Erie, Pa.	12, 35+, *41—, *41—, 66+	35+, *41—, 54+, 66+
Sharon, Pa.	39+	.....
Olean, N.Y.	54+	.....

Operating in Erie: WICU-TV, ch. 12; WSEE (TV), ch. 35; cp for ch. 66 held by Alfred E. Anscombe.

City	Present Allocation	Proposed Allocation
Hartford, Conn.	3+, 18—, *24	18—, *24, 76

Note: FCC requests comments on four alternatives for ch. 3—reserve ch. 3 in Hartford or elsewhere in Connecticut for educational use, reassign ch. 3 to Providence, R. I. for commercial use, reassign ch. 3 to Providence, R. I., reserved for educational use or delete ch. 3 from Hartford and hold in abeyance until further developments.

Operating in Hartford: WTIC-TV, ch. 3; WHCT (TV), ch. 18; cp held for ch. *24 by State Board of Education.

Madison, Wis.	3, 15, *21—, 27—, 33+	15, *21—, 27—, 33+

Operating in Madison: WISC-TV, ch. 3; WMTV (TV), ch. 15; educational WHA-TV, ch. *21; WKOW-TV, ch. 27.

Montgomery, Ala.	12, 20, *26+, 32	20, *26+, 32, 38—
Troy, Ala.	38—	.....

Operating in Montgomery: WSFA-TV, ch. 12; WCOV-TV, ch. 20.

Rockford, Ill.	13+, 39+, *45+	17—, 39+, *45+
Portage, Wis.	17—	.....

Operating in Rockford: WREX-TV, ch. 13; WTVO (TV), ch. 39.

and must go through the rule-making routine of comments, replies, and final orders that are reviewable in the courts. Second, the FCC majority seemingly has tied up its approach with the hope that Congess will legislate a requirement that all tv receivers must be capable of receiving both vhf and uhf. There is serious doubt—to which some FCC executives in their more candid moments acknowledge—that Congress will do this, particularly in the face of the intense opposition of tv manufacturers.

If, however, the future of tv is uhf—in whole or in part—the whole warp of tv in the United States is in for some radical changes:

- Instead of the 500-odd tv stations now on the air, there could be well over 1,500. But many would be stations whose coverage is smaller than present v's because uhf characteristically has less range than vhf. That the commission is aware of this is plain since it suggests that uhf coverage might be extended through the use of boosters and translators.
- The three tv networks which are on the begging side in markets where there are only two vhf stations might find themselves in the driver's seat if there is a plethora of stations seeking affiliation. The threat of disaffiliation is stronger when there are other outlets to which a network can turn.
- Independent program producers may find that their market has exploded into a myriad of buyers, all seeking program material. Certainly those stations not affiliated with a network would need independent programming—and more stations per market are the entire justification for uhf development.
- A fourth tv network might come into being.
- If more uhf tv stations begin broadcasting, a sizeable market might be established for uhf tv receivers. Since tv manufacturers, like all businessmen, will produce whatever can be sold, there is a feeling that at some point the set maker might find it more efficient to produce a single, all-channel set—rather than running two production lines, one for vhf and another for uhf.

Nationwide, Competitive ▪ The FCC's actions are premised on the commission's 15-year hope for a nationwide, competitive tv system. This cannot be accomplished with only the 12 vhf channels, the FCC states.

The commisison acknowledges that it is disappointed in the results of the intermixture (using vhf and uhf channels in the same city) policy adopted in 1952 when the tv freeze was lifted. This policy, the FCC points out, held out the hope for 1,875 commercial stations and 252 educational stations in over 1,200 markets.

As of June 3, the commission relates,

Continued page 56

Final orders add vhf to three markets

BENEFICIARIES: ROCHESTER, SYRACUSE, GRAND RAPIDS

In the midst of all the proposals put out by the FCC last week for deintermixture, added vhf channels at below-mileage separations and the moves to enhance uhf, the commission issued three final orders adding an extra vhf channel to Syracuse and Rochester, N. Y., and to Grand Rapids, Mich. All three of the channels meet the separation requirements, except that in a necessary reshuffle of channels between Rochester and Syracuse a 4.5 mile shortage exists on another channel.

Here's what the FCC did:

City	Present Allocation	New Allocation
Syracuse, N.Y.	3—, 8, *43+	3—, 5—, 9—, *43+
Rochester, N.Y.	5—, 10+, 15—, *21, 27+	8, 10+, 13—, 15—, *21, 27+

Note: Ch. 9 in Syracuse and ch. 13 in Rochester are required to protect Canadian stations. Ch. 5 in Syracuse is 4.5 miles short of minimum separation with WPTZ (TV) North Pole, N. Y. The switch of ch. 5 and ch. 8 between Syracuse and Rochester requires that WROC-TV Rochester, now ch. 5, must move to ch. 8 and WHEN-TV in Syracuse, now on ch. 8 must move to ch. 5, under certain conditions.

Commissioners Robert E. Lee and Frederick W. Ford dissented; Commissioner Robert T. Bartley concurred in the Syracuse action. Chairman Newton N. Minow dissented and Commissioner Bartley concurred in the Rochester actions.

Operating in Syracuse: WSYR-TV, ch. 3; WHEN-TV, ch. 8; cp for ch. *43 held by U. of State of New York. Operating in Rochester: WROC-TV, ch. 5; WHEC-TV and WVET-TV, ch. 10 (sharetime); cp for ch. *21 held by U. of State of New York.

Alpena, Mich.	9+, *11, 30—	*6, 11, 30—
Cadillac, Mich.	13—, 45	9, 45
Grand Rapids, Mich.	8+, *17+, 23—	8+, 13+, *17+, 23—

Note: Changes in offset also involve ch. 13 in Marquette, Mich.; Rockford, Ill., and Eau Claire, Wis. Report includes show cause order for WWTV (TV) Cadillac to change from ch. 13 to ch. 9 and changes the cp for WLPA (TV) Alpena from ch. 9 to ch. 11. Addition of ch. 13 to Grand Rapids is conditioned on it serving Muskegon as well.

Chairman Minow dissented, while Commissioner Bartley concurred.

Operating in Grand Rapids: WOOD-TV, ch. 8; cp for ch. 23 held by Peninsular Broadcasting Co.

No sooner was the ink dry on the FCC's order authorizing addition of ch. 13 to Grand Rapids, Mich. (BROADCASTING, July 31), than WMAX there, which had originally requested the drop-in be made, asked the commission to expedite hearing procedure so that some party can be operating on ch. 13 by Sept. 16, 1962.

WMAX suggested a timetable for the FCC to adopt to get the channel on the air quickly, saying there is great need for immediate additional service in Grand Rapids. Its reason for the suggestions was that there have been almost interminable hassles whenever the FCC has authorized interim channel operation between mutually exclusive applicants over who would be responsible for overall policies and day-to-day operation of the station. Another reason cited is the difficulty of obtaining financing for such short-term operation.

The station said the FCC should set Sept. 18, 1961 as cutoff date for applications and start the hearing Nov. 13. It suggested procedural changes also: delegate the right to enlarge or modify issues to the chief hearing examiner and allow him to rule within five days on any appeals from the hearing examiner's decisions; limit the length of proposed findings and accept no replies. WMAX also recommended that the FCC order adding the channel be amended to force WWTV (TV) Cadillac, Mich., to show cause why it should not vacate ch. 13 there by Sept. 15, 1962.

Third vhf proposed for eight markets

WOULD BE AT LESS THAN MINIMUM MILEAGE SPACINGS

There are eight cities to which the FCC proposes to add a third vhf channel at less than the minimum mileage spacings required under the present rules.

None of the eight is less than 120 miles from a co-channel station—and, in fact, the FCC said it would not approve any transmitter site that is less than 120 miles from its companion on the frequency. Specific mileage separations cannot be ascertained until applications are submitted and granted, since in some instances as much as 10 or 20 miles of variation may be involved in the transmitter-to-transmitter distance.

Comments on these rule-makings are requested by Oct. 2.

The added vhf channels, plus protection to be afforded co-channel stations, and existing operating stations, are as follows:

Baton Rouge, La.—Add ch. 11, from Houma, La., with radiation suppressed in direction of WTOK-TV Meridian, Miss., less than 220 miles from Baton Rouge. Use of this channel at Baton Rouge would also result in less than standard spacing to adjacent ch. 10 KLFY-TV

Continued page 56

WHERE THIRD VHF WOULD GO continued

Lafayette, La. Operating in Baton Rouge: WAFB-TV, ch. 9; WBRZ (TV), ch. 2. In Houma, cp for ch. 11 held by St. Anthony Television Corp.

Birmingham, Ala.—Add ch. 3 minus, with radiation suppressed in direction of WRGP-TV Chattanooga, Tenn., and WRBL-TV Columbus, Ga., both less than 190 miles from Birmingham, and in the direction of WREC-TV Memphs, Tenn., and WEAR-TV Pensacola, Fla., since ch. 3 would be operated non-offset with these stations. Operating in Birmingham: WAPI-TV, ch. 13; WBRC-TV, ch. 6; educational WBIQ (TV), ch. *10; cp for ch. 42 held by Birmingham Televison Corp. (WBMG (TV)).

Charlotte, N.C.—Add ch. 6, with radiation suppressed in direction of WECT (TV) Wilmington, N.C.; WJBF (TV) Augusta, Ga.; WHIS-TV Bluefield, W.Va.; WATE-TV Knoxville, Tenn., all less than 170 or 190 miles from Charlotte. Although no adjacent channel station must be changed, the most efficient utilization of ch. 6 at Charlotte requires offset by WECT, from ch. 6 even to ch. 6 minus. Operating in Charlotte: WBTV (TV), ch. 3; WSOC-TV, ch. 9; cp for ch. 36 held by Century Advertising Co. (WUTV (TV)).

Dayton, Ohio—Add ch. 11 with radiation suppressed in direction of WHAS-TV Louisville, Ky.; and WTOL-TV Toledo, Ohio, both less than 170 miles from Dayton. Use of this channel at Dayton would result in less than standard separation for adjacent ch. 12 WKRC-TV Cincinnati, Ohio. Operating in Dayton: WLWD (TV), ch. 2; WHIO-TV, ch. 7; cp for ch. 22 held by WONE Inc. (WONE-TV).

Jacksonville, Fla.—Add ch. 10 plus, with radiation to be suppressed in direction of WALB-TV Albany, Ga., less than 220 miles from Jacksonville. A ch. 10 station in Jacksonville will be less than 220 miles from the ch. 10 transmitter sites propsed by applicants for Largo, Fla., but no suppression is recommended; both stations will be free to radiate the maximum permissible energy in the direction of each other and accept such interference as may result. Operating in Jacksonville: WJXT (TV), ch. 4; WFGA-TV, ch. 12; educational WJCT (TV), ch. *7.

Johnstown, Pa.—Add ch. 8 plus, with radiation to be suppressed in direction of WGAL-TV Lancaster, Pa., and WJW-TV Cleveland, Ohio, both less than 170 miles from Johnstown. Suppression also will be required in the direction of WCHS Charleston, W. Va., since ch. 8 plus would operate non-offset with this station. There are pending two petitions recommending the drop-in of ch. 3 plus to Johnstown. These will be given consideration if any party wishes to comment on this proposal. Operating in Johnstown: WJAC-TV, ch. 6; WARD-TV, ch. 19.

Knoxville, Tenn.—Add ch. 8 minus, with radiaton to be suppressed in direction of WGVT (TV) Athens, Ga., and WSIX-TV Nashville, Tenn., both less than 190 miles from Knoxville. A non-offset, ch. 8 station in Knoxville will be less than the required separation from a proposed station in Greensboro-High Point, N.C., but no suppression is recommended; both stations will be free to radiate maximum energy in the dirction of each other and accept such interference as may result. Operating in Knoville: WATE-TV, ch. 6; WBIR-TV, ch. 10; WTVK (TV), ch. 26.

Oklahoma City, Okla.—Add ch. 5 from Enid, Okla., with radiation to be suppressed in direction of KFSA-TV Fort Smith, Ark., less than 190 miles from Oklahoma City. Operating in Oklahoma City WKY-TV, ch. 4; KWTV (TV), ch. 9; educational KETA (TV, ch. *13; educational KOKH-TV, ch. *25. In Enid: KOCO-TV, ch. 5.

ANY CHANCE OF UHF BUILD-UP? continued

there were only 536 commercial stations and 56 non-commercial stations in 282 communities.

Most significantly, it adds, only 75 of the 1,543 uhf assignments are in use. Also, it continues, only 65 markets are served by three or more competitive tv services.

The root cause of this difficulty, the FCC states, is the inability of uhf stations to compete with vhf outlets—in coverage and in audience.

Back in 1959, the commission recalls, it held out the possibility of five alternatives for the future—but three of them, all involving the idea of contiguous bands of vhf channels, have had to be retired since they involved conflicts with national defense requirements.

The Two Choices ▪ This leaves only two alternatives: an all-uhf service or continuance of the present vhf-uhf combinations.

"It is not yet clear," the FCC states, "whether a nationwide, competitive system can be achieved through the use of the uhf channels only. Though this may eventually be found to be feasible, for the present our efforts must be concentrated upon developing a system involving greatly expanded use of the uhf channels in combinations with the now virtually saturated 12 vhf channels."

The finger points, the FCC strongly intimates, to the day when uhf can be used in densely populated areas where communities are close together (the northeast and north central areas and the West Coast), with vhf channels used for wide area coverage in the less populated areas or where terrain difficulties cannot be overcome otherwise. Uhf propagation is extremely difficult in mountainous terrain.

The hope is, the FCC says, that its latest proposals for dual operation of vhf and uhf outlets by the same licensee in the same market will "mitigate" any dislocations required if it is finally decided to enlarge the uhf areas.

Cheaper Uhf ▪ In a bid to make it less expensive to build and run uhf stations, the commission proposes to liberalize a number of technical requirements. It plans, it said, to (1) eliminate the requirement that vestigial side bands be attenuated (a saving of $10,000-$12,000, it is calculated by consulting engineers); (2) reduce visual-audio ratio requirements to obviate the need for a sound amplifier in the tv transmitter, running to a saving of $10,000-$50,000): (3) permit the use of directional antennas and (4) permit remote control (the last a means of reducing personnel costs at the transmitter).

One of the questions that the FCC specifically asks is in the area of programming of the uhf outlet by the existing vhf station. Should the uhf be required to program independently, or should duplication of the vhf program be permitted? Those responding to the rule-making are invited to answer that question. There seems to be some belief at the FCC that independent programming might foster the sale of all-channel sets.

The commission says it will waive the duopoly rule in order to permit dual operation of vhf and uhf stations in the same market by the same licensee. This waiver policy would continue, the FCC says, "to such future time as developments would call for a return to the present policy of limiting licensees to one tv station in any single market."

Uhf Pool ▪ In establishing a pool of uhf channels for existing vhf operators, the commission declares that this would be held in reserve for three years from the effective date of legislation for an all-channel receiver, or until Dec. 31, 1965, whichever is earlier. Uhf channels for education would be held longer.

The FCC's document contained a list of cities where uhf channels will be reserved for this dual operation. It does not identify the channels but it does list the number to be held (for example, New York, 7; Washington, 5; Houston, 4; etc.).

That the FCC majority has embarked on a calculated push toward uhf is made plain by its report on squeeze-ins of vhf at short spacings. The assignment of additional vhf channels, the commission says, "must be regarded as an interim measure. . . ."

It further states:

"The basic issue is clear. Either the major stress henceforward will be placed upon an evolving uhf service, or the industry and the public will continue to face the prospect of a television service severely hampered by inadequate numbers of operating outlets in many cities where there is need and demand for added stations. In these circumstances we think there is undoubted warrant for confining the expanded use of vhf frequencies to those relatively few cases where the urgency for quick relief is so great that it clearly outweighs the preferred course of directing further expansion into the uhf band."

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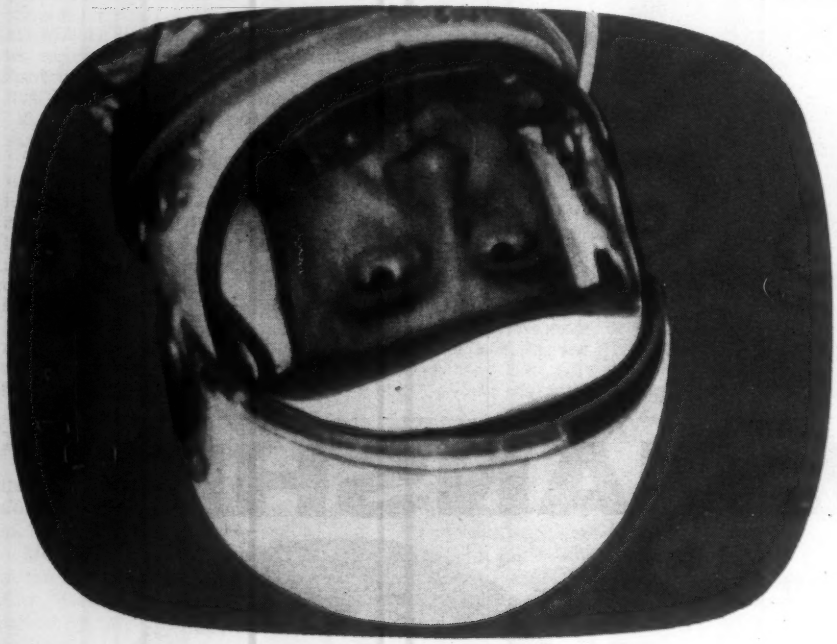
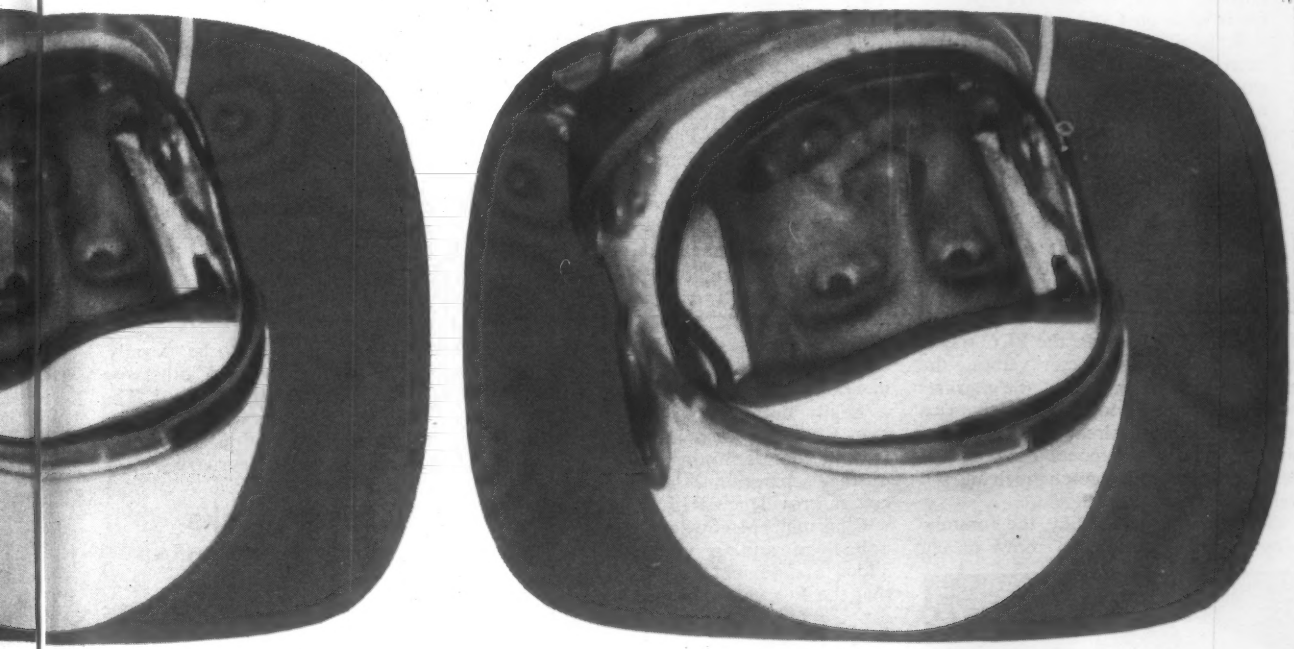


the same event at the same time...



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NBC

*Sources: *Trendex. Nielsen Television Index: Items 1-5, National (Average Audience Ratings). Items 6 & 7, MNA.*

All-channel set bill appears doomed

NO HEARINGS PLANNED FOR CURRENT SESSION

The FCC's all-channel-receiver legislation—the proposal central to the commission's effort to break the uhf-vhf impasse—appears headed for trouble on Capitol Hill.

It is doubtful that hearings will even be held on the bill in this session, which is expected to be wound up by the middle of September. The Senate and House Commerce Committees have hearings booked almost to the end of August, and the all-channel bill isn't on either committee's agenda. Nor do committee staffers expect it to be.

But more importantly, key members of both committees are registering either skepticism or outright opposition to the proposal, which would permit the shipment of only all-channel sets in interstate commerce. If the bill should die, it would take much of the steam out of the over-all attack planned by the commission on the vhf-uhf problem.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said last week he "doesn't like the idea of forcing" purchasers to pay the additional price of all-channel sets when only a vhf or uhf signal may be available in their area. The senator, however, said he would want to hold hearings before taking a final position.

Sen. Warren G. Magnuson (D-Wash.), chairman of the parent Commerce Committee, expressed a similar view, and added: "I think the bill will run into a lot of opposition."

On the House side, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, was reported last week to be opposed to the legislation on at least two grounds: that it provides for FCC regulation of manufacturers and that it is putting the cart before the horse to require manufacturers to build only all-channel sets before both uhf and vhf signals are available in all areas.

for added vhf channels, the FCC states, were based on seven factors, among the most important being that the markets were within the 75 top tv cities, that two vhf stations were already in operation, and that no assignments be made at less than 120 miles co-channel and 40 miles adjacent channel.

In discussing this policy, the commission points out that the move of ch. 7 into Louisville is already under consideration but is faced with heavy difficulties—although the FCC says that if it finally decides to move ch. 7 into that Kentucky city it will give consideration to permitting below-minimum mileage separation. A similar discussion covers Providence, R. I.

Chairman Minow concurred in the policy on adding vhf channels, but added a statement stressing his feeling that the FCC has assigned the drop-ins for commercial use; he would have spelled out a policy that if educational groups feel they have a greater need for these channels the FCC will consider such a reservation.

Commissioner Cross went along with most of the proposals on uhf but registered dissent at the moves deleting existing vhf in the eight cities. He feels, he said, that up to 275,000 people now receiving service from vhf stations in those areas will be deprived of their only service by this move. This is on the basis that uhf stations cannot cover as wide an area as vhf outlets.

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Gerico's tv channel to go to etv group

Gerico Investment Co., formerly operator of ch. 17 WTIV (TV) Fort Lauderdale, Fla., was found in default for failure to prosecute its license renewal application by FCC Hearing Examiner Asher H. Ende last week. He issued an initial decision looking toward granting ch. 17 there to The Board of Public Instruction of Dade County.

Mr. Ende said notification of hearing was sent by registered mail, return receipt requested, to Gerico and its president, Mortimer W. Loewi. No reply was received.

The educational group was found by the FCC's hearing order to be "legally, technically, financially and otherwise qualified" to operate the station. The major point at issue was whether Gerico had abandoned the station, which has been off the air since February.

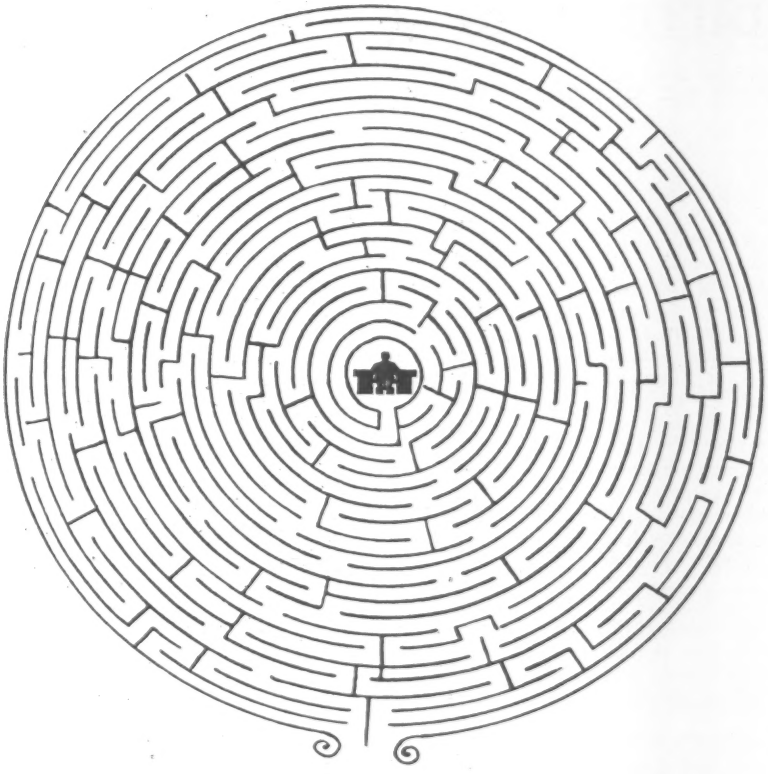
Ch. 5 applicant asks Maguire clarification

Massachusetts Bay Telecasters, one of three applicants for Boston ch. 5 in the court-remanded *ex parte* case, suggested last week that the FCC investigate whether the activities of Richard Maguire, a former 2.77% stockholder in competing Greater Boston Television Corp., should disqualify GBT.

WHDH Inc., the third applicant and incumbent on the channel, had asked the FCC to disqualify GBT because Mr. Maguire's sale of his interest makes GBT an entirely different applicant (BROADCASTING, July 24). The FCC Broadcast Bureau replied last week that this WHDH pleading does not warrant serious consideration.

MBT said Mr. Maguire had left Boston for Washington, "where he is reported to be working for the executive branch of the government or working closely with the executive branch." MBT asked the FCC to determine if Mr. Maguire has arranged to resume an interest in Boston ch. 5 upon his return from government service and whether he would receive fees while in service from his law firm's efforts on behalf of GBT.

MBT said it is not charging Mr. Maguire with violating the letter or the spirit of the executive order concerning ethics and conflict of interest, but feels the situation should be clarified and put into the record of the case.



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CENSORSHIP CAN BE BEFORE OR AFTER, CHICAGO SEMINAR IS TOLD

The FCC's position that it has legal foundation to review past program performance in license renewal proceedings and that this does not violate the First Amendment's no-censorship principle ultimately must be decided in a court suit whose issues go directly to those arguments.

This appeared to be the strongest conclusion among broadcaster participants at the half-way point Thursday night in FCC Chairman Newton N. Minow's "homecoming" seminar at Northwestern U. Law School, Chicago, on the topic of freedom and responsibility in broadcasting. Participating in the two-day conference were 20 national leaders representing all principal shades of opinion in the mass communication field.

The high points of the exhaustive intellectual exchange, which involved as much prepared-text presentation as "discussion" (for Friday talks, see AT DEADLINE), included these developments:

▪ Harvard Law School Prof. Louis L. Jaffe's brief "lecture" on constitutional law to Chairman Minow at the public session Thursday afternoon just after Mr. Minow's elaborate legal defense of the FCC's right to consider programming. Prof. Jaffe suggested Mr. Minow's position might contain some holes.

He questioned Mr. Minow's definition of "censorship" as confined only to prior restraint and as not involved in sanction after the fact. Prof. Jaffe, however, supported Mr. Minow's premise that the FCC may look at a station's "total" programming picture to determine whether a balanced-service responsibility has been met. Chairman Minow indicated they appear to agree in principle and did not contest Prof. Jaffe's legal distinctions.

▪ Chairman Minow's opinion that a television affiliate of a network at license renewal time—assuming that in all other respects he has met his licensee responsibilities—should not be held liable for airing network programs containing "violence." Given in answer to a question by broadcaster John W. Guider, Mr. Minow's view was based on the position that "in many cases the problem is out of the hands of the owner" since he doesn't see the show until his audience does.

The "major responsibility" for violence on network shows, Mr. Minow said, lies in our "system" of producing and distributing programs and it is for this reason he said he supports proposals for the FCC to regulate the networks.

▪ The prospect that later in the fall an informal but national conference on the current problems of radio broadcasters may be called, with particular attention to the mounting paperwork and reporting demands being made on them by the FCC. The proposal was advanced by NAB President LeRoy Collins and was personally endorsed by Chairman Minow.

▪ An offer by the FCC chairman to use his good offices with the U. S. Justice Dept. to clear the way for local radio station operators in a given market to get together to consider a joint approach to a balanced programming offering that would best meet local needs—if such a proposal were to be initiated by the stations.

▪ Another view by Mr. Minow that he is sympathetic to specialized programming by radio stations (but not by tv stations) to compete in high-density markets, although legal precedent calls for each station individually to offer fully-balanced programming.

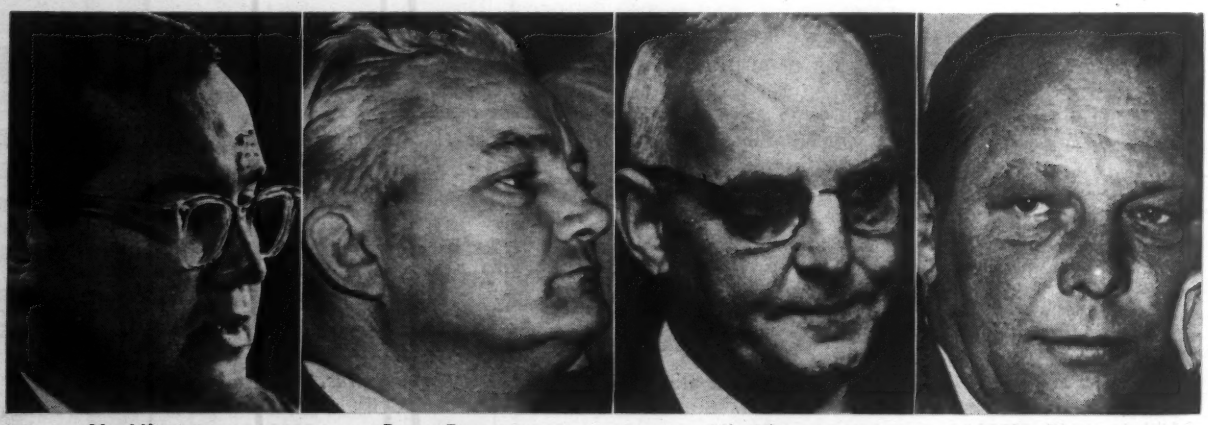
▪ A sincere hope by Fairfax Cone, executive committee chairman of Foote, Cone & Belding, that "someday there will be a meeting at which 99% of all the attention is not devoted to what is bad in television."

He made a special effort to impress upon the gathering that "most broadcasters are trustworthy" and so are most advertisers and agencies."

▪ A hypothesis by Cincinnati Law School Dean Roscoe Barrow, author of the FCC's Network Study and recently-named consultant to the FCC, that the marketing function necessary to televisions' well-being may have the effect of causing "good" programs to be driven out of television by more highly-rated programs of lesser quality.

▪ A flat contradiction to the Minow and Barrow positions by W. Theodore Pierson, Washington communications lawyer, who is convinced the whole Minow philosophy is propounded on censorship, pure and simple. Though unrestrained programming may have imperfections, he said, it is much to be preferred over a "vast wasteland of withered liberties.' '

Participants in the two-day symposium, in addition to Messrs. Minow, Collins, Jaffe, Barrow, Pierson, Guider and Cone, included: the conference chairman, J. Leonard Reinsch, executive director of the Cox stations and tv-radio advisor to President Kennedy; the conference director, John E. Coons, Northwestern Law School professor; Warren



Mr. Minow | Dean Barrow | Mr. King | Mr. Pierson

"Make a noise in the east . . . **but strike in the west"**

Long before Mao Tse-Tung gave us the headline for this ad, Sun Tzu, another Chinese militarist, said in 500 B.C.:

"To fight and conquer in all your battles is not supreme excellence; supreme excellence consists in breaking the enemy's resistance without fighting."

In today's terms, this strategy is called "Protracted Conflict." In today's world it is being vigorously practiced by Mao Tse-Tung and his brothers in the Sino-Soviet block.

This is Mao's formidable formula for Protracted Conflict:

I. Eliminate your enemies one by one. Kill the straggler in a group of men . . . penetrate the straggler in a group of nations.

II. Keep the enemy off balance. Example: Berlin, Laos, Viet-Nam — the basic communist policy of international thrusts and feints.

III. Use all possible propaganda and cultural warfare to sap the enemy's will to resist.

IV. Avoid a frontal assault until it can succeed without powerful retaliation.

V. Split the battlefield into a Peace Zone and a War Zone. (Today's Peace Zone is simply the full area of the communist empire. According to communist tactics, *all* international tensions lie within the War Zone. Thus, the question of colonialism may be debated in regard to Congo, never in regard to Hungary or Tibet.)

Americans can be fortified through facts. We may not know *what* the communists will try next, but the communist blueprint convinces us that whatever it is, they *are* going to try it. We need not be surprised or shaken.

We don't think these ads will change the tide of any battle. But through them, and the prime time announcements to our viewers and listeners, a few more facts about communism are being published . . . and, our knowledge of the *facts* of the case is our mightiest defense — and offense.

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Which Collins comments d'ya read?

ARE FCC FORMS 'NET IMPROVEMENT' OR 'INTOLERABLE BURDEN'?

Hottest debate of the broadcaster's summer: Where does NAB President LeRoy Collins stand on revision of the FCC's program form?

He has commented three times on the subject—in a July 13 memo to member stations, in the July 31 NAB *Highlights* (privately circulated to members) and in an Aug. 3 address to the Northwestern U. School of Law's Conference on Freedom and Responsibility in Broadcasting (story page 62).

Is he consistent? Or has he done an abrupt switch?

The new form isn't too bad but might be improved—in any case "a net improvement" — Gov. Collins was reported as saying in BROADCASTING (July 17).

And then the lid blew off at NAB. Gov. Collins charged BROADCASTING had misrepresented his views in reporting the July 13 memo. He said in the July 31 *Highlights,* after observing he had received helpful comments from some members:

"These responses indicated that some have misinterpreted our position on the proposed new forms, and this has been stimulated further by distortions in BROADCASTING magazine."

Gov. Collins continued, "In order to clarify the matter, this is to advise you that we here of the NAB staff have not given blanket approval or endorsement of the FCC proposal."

He continued in *Highlights*: ". . . The most uniform, single item of concern received thus far, however, is over the tremendous added burden envisioned in the proposed logging requirements. . . . The public-service accomplishments of broadcasters, generally, are not reflected adequately in the present form, I am told. It also is my understanding that the proposed form will enable the broadcaster to log and report all identifiable program material regardless of length or category. This would appear to recognize the great flexibility of radio and not confine it to strict five-minute or 15-minute segments. In this regard, especially, do I believe it represents a 'net improvement over the old form.' "

Different Tack ▪ But what appeared to be an entirely different approach to the program forms was taken by Gov. Collins Aug. 3. In his Northwestern speech Gov. Collins showed concern for the mechanical burden placed on stations by the proposed program form.

Gov. Collins
Moment of reflection

To clarify all this, BROADCASTING presents the full text of Gov. Collins' comments on the proposed forms in his July 13 memorandum to NAB members and the full text of his Aug. 3 comments on the subject at Chicago. Here is the text of his July 13 letter (excluding introductory matter):

"The proposal for changes in the logging requirements is completely new and would be necessary in order for the logs to reflect the factual information required in order to complete the application form.

"The proposed amendment to the program form represents a substantial revision of the proposal of the FCC, issued last Feb. 21 in the same proceeding, which we forwarded to you on March 1.

"You will recall that upon our initiative, following the issuance of the earlier proposed form, a series of conferences was held, attended by representatives of the NAB, the Federal Communications Bar Assn. and staff members of the commission. The purpose of these conferences was to seek ways of simplifying and improving the form in areas where mutual agreement could be easily obtained, leaving, of course, open for further consideration positions of likely deeper conflict in opposing views.

"The proposed form of the FCC represents a refinement and extension of the program forms that have been utilized by the commission for the past thirty years.

"On balance, it is our opinion that the new form represents a net improvement over the old form.

K. Agee, executive director of Sigma Delta Chi; Peter Goelet, founder of the National Audience Board.

Former FCC member Charles H. King; Clair R. McCollough, NAB board chairman and general manager of the Steinman Stations; Ralph McGill, editor of the *Atlanta Constitution;* Sig Mickelson, vice president of Time Inc.; Nathan L. Nathanson, Northwestern Law School professor; consultant Morris S. Novik; Ward L Quaal, executive vice president-general manager of WGN Inc.; John Taylor, general manager of educational WTTW (TV) Chicago; Sol Taishoff, editor and publisher of BROADCASTING.

Unable to attend were Presidential News Secretary Pierre Salinger and public relations counselor Edward L. Bernays. It was just 11 years ago that Chairman Minow sat in the same university hall as a law student. Mr. Reinsch also is a Northwestern U. alumnus.

Surprise ▪ Prof. Jaffe appeared to be the surprise of the symposium. He made no secret of his belief that the First Amendment of the Constitution does cover broadcasting. And in his exchange with Mr. Minow he said the First Amendment's protection is not limited merely to protection from censorship before "publication." He thought it might also cover "the imposition of sanctions after the event."

Nor, said Prof. Jaffe, "is the First Amendment's protection inapplicable on the ground that the licensee is exercising a 'privilege' " as is afforded the broadcaster through his license.

Prof. Jaffe later explained to news-

"True, more detailed information is being requested of licensees and applicants. The form itself, however, does not represent any basic change in the philosophy of regulation of the industry by the FCC.

"In our judgment, there exists no substantial question of legality. If the commission has the basic authority to require applicants for broadcasting facilities to file any information as to program plans, and this has been accepted in practice since the advent of radio regulation, the amount of such information required is a matter of sound official discretion.

"Against this backdrop the proposed form has the advantage of reflecting more accurately past and proposed operations of the licensee. It has the disadvantage of imposing a greater administrative burden upon licensees, and this burden will be more onerous on those stations with small staffs.

"However, our NAB staff believes that it is possible for any licensee to complete this form without outside special assistance. This was a prime objective of the committee that worked with the commission on revision of the form proposed last February.

"We at NAB are working on (1) possible improvements to be sought in the proposed form, and (2) the development of guidelines of assistance for our members after a final form has been approved. Your comments, of course, will be welcomed."

Switch at Chicago ▪ Following is the text of Gov. Collins observations on program form revision Aug. 3 at Northwestern U.:

"Another concern facing broadcasters, and especially radio broadcasters, and one which bears directly on their ability to perform with maximum responsibility, is the matter of the FCC's proposed new license application and renewal forms.

"I have made it clear that I can find no legal objection to the FCC requesting information from licensees regarding programming.

"But I do object—and very strongly—to the almost impossible amounts of detailed paperwork broadcasters —especially the smaller radio broadcasters—will be required to perform to respond to some of the questions in the proposed forms.

"In many of the smaller stations this will place an intolerable burden on already overloaded personnel. And these stations simply cannot afford to increase their staffs.

"I have seen first hand the mountains of paperwork this entails in terms of the day-to-day operation of the smaller stations. I recommend that every member of the FCC take the time to make such an examination if he has not already done so.

"I am certain that it is not the desire of the commission to keep a station from doing a proper job by imposing an unfair and unreasonable administrative burden on it, and yet this will be the result in many cases unless modifications are effected.

"And while we are on the subject of the proposed forms, as they apply to programming in radio, I would like to oppose the concept that each station in a multiple-station market should broadcast what might be called a 'balanced' or 'diversified' schedule of programming.

"I do not know that this is the intent of the FCC. But I do feel strongly that it would be foolish to expect each station to carry such a 'balanced' program diet. This would not produce real diversification of programming but rather insidious conformity, in which every station would be sounding much the same as any other.

"What I hope the FCC has in mind—and it seems to make very good sense, from the standpoint of the broadcasters as well as the public—is an encouragement of specialization among stations where there is a large number in a given market, so that a person might be able to tune in one station for the best in good music, another station for needed foreign-language programming, another for special teen-age programming and so on across the scale of diversified interests.

"If the FCC will spell out that it has this in mind in asking the questions about programming on the new forms, it will prove extremely helpful.

"One of the most frequently expressed concerns of broadcasters is that the FCC and its staff have little appreciation of the administrative complications—the burdensome details—facing licensees in their day-to-day operations. The FCC, on the other hand, I am sure, feels that the industry does not appreciate the FCC's burdens, problems and goals.

"Therefore, I propose that in mid-September of this year we hold a meeting to be attended by the commissioners and appropriate staff members and by a representative group of radio broadcasters.

"The purpose of the meeting would be to exchange freely and frankly the views of all participants regarding current radio broadcasting problems in a very informal conference atmosphere. I would not contemplate this meeting taking on the aspects of a formal hearing of record, but I believe it should involve the proposal of the commission to modify its application form and logging requirements.

"This would be entirely in order, procedurally, for the commission has expressly stated that it would not be limited to comments of record, but would further take into account any relevant information obtained in any manner from informal sources.

"I feel that such a meeting would be of significant help all around, and we offer the services of NAB in making appropriate arrangements."

men that the Supreme Court for perhaps 20 years has held that to punish after an event is just as much censorship as prior permission to "print."

Prof. Jaffe told the conference he does agree with Chairman Minow's position that it is not censorship nor a violation of the First Amendment to determine on the basis of the whole program schedule whether the licensee has met his responsibility for providing a general balanced television service.

Shuler Case ▪ Elaborating on this point, Prof. Jaffe ventured that "there is a limit to the imposition of sanctions after the event" and said he feels that a "refusal to renew a license" could be such a penalty if based on the "character" of the program content. His personal view, he said, is that if the Supreme Court today were to review the famed Shuler case (including an issue of religious bigotry) possibly five of the justices would find that refusal to renew the station's license violated the free speech principle. (An appeals court in 1932 unheld the Federal Radio Commission's refusal to renew a radio station license held by the Rev. Bob Shuler who was charged with defamatory and other damaging broadcasts.)

The Harvard professor earlier in the day had sparked sharp ideological exchanges among the participants with his paper which began the symposium's initial closed meeting. He observed that ever since the 1946 Blue Book, the industry has come to loosely follow its precepts and Congress "has maintained a resounding silence, but the echo is probably adequate to demonstrate congressional ratification of the principle

of responsibility for balanced programs, even though it leaves unclear the powers of the FCC to police the obligation."

What should the government do about an excess of sex and violence on the air? Prof. Jaffe asked if the government should "measure out the quantity of sex and sadism that will be tolerated?" He said that except for cases of hard-core obscenity, the Supreme Court "might hold that the Constitution forbade censorship, though it is at least possible that censorship of the hours when children are ordinarily viewing might get by."

Prof. Jaffe felt, however, "that a determined and continuing effort by the organized citizenry brought to bear on advertisers and licensees will bring about some amelioration. Given our prevailing culture, not much more can be expected."

Beyond Help ▪ Of general entertainment programs, Prof. Jaffe said, "The most alarming thing about tv is not its undeniable dullness, but the apparent fact that so many people have nothing better to do than to sit constantly before it. I insist that these passive sponges are so completely bereft of culture that for them the quality of programs is immaterial."

As to whether "policing" of programming is feasible or desirable, Prof. Jaffe felt that it is, "but primarily through enforced publicity and reporting." He sees government "as a grand court of inquiry" to stimulate public discussion. But he contends that in areas of opinion "it is a precisely flat legal prescription which we should avoid. Law in this area is likely to be inept or arbitrary; it may even entrench on the Constitution."

Prof. Jaffe delved at considerable length into the legal nuances of his proposition that a general responsibility for balance is constitutional because of the present limited number of frequencies. It was on this broad premise that he concluded that the government "has a prime responsibility for end product of tv" and that this responsibility "can best be discharged by the official formulation of standards, by unrelenting publicity and by an obligation on the industry to study the programmatic needs of its constituencies, to report on and to defend its performance."

Minow Position ▪ Mr. Minow devoted his entire prepared statement to a treatise of legal and legislative precedent supporting his position that the programming controls he advocates do not constitute censorship. His 21-page speech was backed by a 76-page legal memorandum prepared by legal assistant Joel Rosenbloom.

Legal precedent and the history of legislation and regulation of broadcasting are consistent in the area of censorship and establish these two things, Chairman Minow said: (1) the no-censorship provision of the Communications Act refers to prior restraint, and (2) the commission has the authority and duty to consider past and proposed programming of applicants. Those who cry censorship ignore these two facts, he said.

"They argue each time as if the slate were completely clean," he charged. "Don't study the law books. . . . Their argument to the commission . . . is often the same as their answer to their critics: 'If you don't like it, turn your set off.' " For many years, Chairman Minow said, the word "censorship" has smothered and obscured analysis about the relationship between government and broadcasting.

The FCC chairman charged that there is much censorship in broadcasting today—but that it is by ratings, advertisers and broadcasters and not by the federal government. He said this censorship should be examined, spotlighted and deplored just as any form of censorship should be. "When a broadcaster defers to the advertiser in permitting the private interest to have priority over the public interest, the result is censorship—and in a most pernicious form," Chairman Minow charged.

The Other Hand ▪ The commission clearly does not censor anything, the chairman maintained. "We never view a program in advance of broadcast and prevent its being seen by the public," he said. The commission does examine over-all program performance and proposals of licensees and applicants, he said.

"It is this that is called censorship," he said. "It is this, they tell us, that violates the First Amendment and the Communications Act." The analogy to newspapers is nonsense, Chairman Minow maintained.

The First Amendment applies differently to print media and broadcast media because broadcasting is different, he said. "There is a prior restraint [for broadcasting]—because it is necessary —but this restraint is against getting into the business in the first place unless you have a license."

Pointing out that the Communications Act bestows upon the FCC the right to require stations to keep program logs, Chairman Minow asked: "Records of programs? What for if the

Seminar attracts wide news coverage

Although FCC Chairman Newton N. Minow said that he had not come to the Northwestern U. seminar last week "to create sensations nor seek headlines," it appeared the event was destined to attract wide national attention, based on the number of press and electronic media newsmen who turned out to cover the sessions and the heavy sprinkling in the audience of well-known observers from broadcasting, Washington and Capitol Hill.

ABC-TV video-taped both private and public sessions, supplying a four-camera closed-circuit system to relay the private meeting proceedings to newsmen and guests in adjoining rooms. CBS-TV and NBC-TV shot newsfilm. So did WGN-TV Chicago. Westinghouse Broadcasting taped portions and Northwestern lost count of other local radio tape feeds.

Mr. Minow has enjoyed considerable consumer media publicity since moving to the top FCC post, particularly in the daily press and particularly since his television is a "vast wasteland" speech before the NAB convention (BROADCASTING, May 15).

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Commercial persuasiveness study of Kraft commercials on "Perry Como's Kraft Music Hall" indicate that color TV is 75% more persuasive in creating desire to buy than black-and-white (Burke Marketing Research Survey). Kraft has already learned the value of color TV. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

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- ★ RAWHIDE
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- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
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- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

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commission has no concern with programming?" He said that legislative history of the Radio and Communications Act leaves no doubt as to the power of the FCC to consider programming as one facet of the public interest.

If, the chairman said, a tv station proposes to telecast little or no education, religion, educational or public affairs programming, the commission is free "and indeed obliged" to ask why. "This requirement is not censorship. The commission is not prescribing the specific programs to be presented. It has a right to ask why that applicant should have a piece of a precious resource."

Where the Trouble Lies ▪ "The trouble," Chairman Minow said, "is that far too many licensees do not regard themselves as 'trustees for the public.' The frequency is regarded as theirs, not the public's, and the license is not one to operate in the public interest but rather to get the greatest financial return possible out of their investment.

"To those few broadcasters and their professional associates who would evade the nation's needs crying 'Censorship! Oh where will it end?' I ask: Responsibility—when will it begin?"

Collins Proposal ▪ An industry-FCC meeting in mid-September to work out the program-form mess was proposed by NAB President Collins.

Gov. Collins said the FCC's proposed program form would place an intolerable burden of paper work on stations.

In his conference speech Gov. Collins opposed the concept that each station in a multiple-station market should broadcast a balanced or diversified schedule of programming, claiming it would not produce "real diversification of programming but rather insidious conformity." He contended specialized programming in multi-station markets should be encouraged.

The proposed industry-FCC conference, to be informal in nature, would seek an exchange of views on current radio broadcasting problems. Gov. Collins said broadcasters often say the FCC has little appreciation of the burdensome details facing licensees.

No vote by Ford

FCC Commissioner Frederick W. Ford did not participate in the commission's instructions to its staff aimed at granting Moline, Ill., ch. 8 to Moline Television Corp. as reported in AT DEADLINE, July 31. The FCC voted to reveal the vote following charges of political favoritism in the grant by Rep. Robert H. Michel (R-Ill.). An FCC spokesman incorrectly informed BROADCASTING that Commissioner Ford had voted to reverse the hearing examiner and grant the channel to Moline Tv.

Station Explosion ▪ Reviving a suggestion made at the NAB convention last May, he blamed the "overpopulation of licensees" on the FCC. He said, "I could not be in more disagreement with Chairman Minow, who has said he feels the road to better programming in broadcasting lies through additional stations on the air and additional competition."

Experience shows, he added, "that increasing competition beyond the reasonable-support potential increases the incidence of overcommercialism, reduces station income and thus decreases the ability to finance the special efforts required to produce the highest-quality operation.

"I hope that this lesson so painfully learned too late in radio will be heeded in television while there is time. Television needs to be fully competitive, but not to the extent that in order to survive every corner must be cut, every possible dollar earned."

Gov. Collins lauded a proposed FCC study seeking answers to the economic questions plaguing many radio stations, offering NAB's services in the project. Again he suggested a moratorium on issuance of new am grants, as earlier suggested by FCC Commissioner Robert E. Lee.

Arguing against FCC's substitution of its taste and judgment of programming for that of a licensee, he said NAB has long agreed the Commission should hold every licensee accountable for good-faith efforts to serve the public interest in line with his promises.

"I am prepared to carry the fight for free broadcasting not only to the FCC and the Congress but to every home in America, beginning with one on Pennsylvania Avenue," he said.

King Views ▪ Former FCC Commissioner King said he does not feel "we can have an effective system of broadcasting by private enterprise and at the same time have the government telling the industry what they must or must not put on the air.

"Let's face it. What makes private enterprise tick is profits; it is only by making a profit that television can render the public service that it does."

Mr. King said that when the government steps in to tell the broadcaster what he must or must not broadcast, both the opportunity for profit and the incentive that goes along with it are bound t be affected adversely. "Once started," he added, "this thing tends to expand."

But Mr. King did believe the Government can establish certain "minimum" standards of program content. The problem comes with how far "minimum" should range, he said.

'Not From Washington' ▪ Mr. Guider, former partner in the Washington law firm of Hogan, Donovan, Jones, Hartson & Guider, now president of WMTW-TV Poland Spring, Me., told the conference he wants the program responsibility problem "solved at the station level and not from Washington."

Mr. Mickelson observed that "somewhere someone has to make a subjective decision" about programming and said it should be a broadcaster decision completely, not one made by government. He said what really is at issue is what is the definition of "good" or "bad" programming, because no one has yet been able to define them, any more than what is "public service."

To suggestions that low-rated information shows be priced cheaper, Mr. Mickelson sounded a warning. "Producers would be under terrible pressure to justify higher audiences and higher prices," he said, and this would have a "degrading effect" on information content.

Barrow Talk ▪ Dean Barrow's lengthy paper opening the Friday morning session described how tv programming is affected by non-governmental in-

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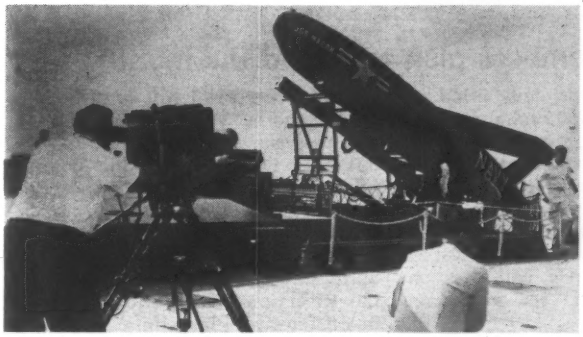

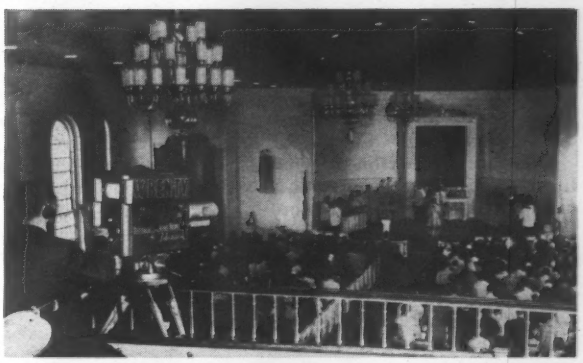

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fluences and reviewed various proposals that have been advanced for improving program quality and variety. He declined to propose any "solutions" because of the author's relationship as a consultant to the FCC.

Mr. Barrow asked if tv's marketing function possibly is getting in the way of its public service function in the light of today's international survival battle.

Need for Stimulation ▪ Dean Barrow continued: "What is television doing to stimulate and extract excellence in this time of conflict with totalitarian ideology? Is not the ultimate question one of the degree to which this great public resource—television—is furthering a strong, confident democratic spirit, and the degree to which its use as a marketing instrument impedes television's service in the public interest?"

Mr. Barrow noted that the desire of the national advertiser is for a national market and the aim of the network is to deliver a national audience. Audience ratings show that stereotyped programming such as westerns, mysteries and quiz shows get the highest ratings. These factors working together, he found, under Gresham's Law mean that the high quality shows are driven off the air even though they may attract "a substantial but not maximum" audience. As a result, broadcasters place a practical reliance on networks to select programming and "in this way the licensed broadcaster's responsibility to serve the tastes, needs and desires of his community is impinged."

Dean Barrow said commercial motives "loom large in the program selection process" because the advertising dollar turns the industry wheels. Tv, he said, "has the greatest sales impact of all advertising media," and for this reason advertisers have been quick to take advantage of this mass sales power.

His paper examined in detail the relationship of advertiser and agency, the network and station individually as well as their inter-relationship, network part ownership of programs, the NAB and its codes, the industry's "powerful" lobby in Washington and such other topics as talent agency and network control of talent.

In discussing group pressures such as that encountered by the *Untouchables,* Dean Barrow felt that due care should be given in characterization of sensitive groups, but he argued that the "network or broadcaster should not introduce changes which render the program unfaithful to the message which the program was intended to communicate."

Pierson Answer ▪ Answering Messrs. Minow and Barrow, attorney Pierson said that the course they advocate will result in a high degree of centralized government control of tv programming. "Still more bluntly, it is censorship," he charged.

"Indeed, I believe that the greatest threat to tv's achievement of its proper role in our free society is the restrictions and restraints that the censors and controllers have placed and would place upon the medium," Mr. Pierson, a partner in the Washington law firm of Pierson, Ball & Dowd, said.

Mr. Pierson paraphrased Chairman Minow's NAB speech thusly: " 'Unless you broadcast or propose to broadcast what I favor and have specified, you will not be permitted by our commission to broadcast anything.' " This view, the Washington attorney stated, is a prior restraint upon broadcasting, it is censorship and violates the First Amendment.

Further, he said, Mr. Minow stated that he (Minow) would suppress programming which does not meet with "bureaucrat tastes. If you are a bureaucrat and you tell a broadcaster that he may operate if he broadcasts what you favor and may not operate unless he suppresses what you disfavor, what are you doing but requiring broadcasters to conform to your taste?" Mr. Pierson asked, "Did he (Minow) mean that in his few months as chairman he had been able to discern what no one else has ever known or been able to define—the public interest in programming?"

Minow Stereotype ▪ If the commission pursues the Minow plan, Mr. Pierson said, the agency will be the direct cause of the suppression of many programs and the release of many others, all tending to be stereotyped after the Minow pattern. Such a plan must constitute censorship; otherwise the First

How FCC members plan to spend the month

Surcease from the daily grind of decisions, actions and oral arguments comes to FCC commissioners in August. But vacation plans vary from long trips to "hoping to get a day here and there."

Commissioner Robert T. Bartley will be on duty throughout August as acting chairman. He will pass on routine matters and act on certain motions.

Chairman Newton N. Minow started his "vacation" last week at the Northwestern U. Conference on Mass Media (see page 62). He will attend the American Bar Assn. meeting in St. Louis and spend most of the rest of August in Washington, D. C. He hopes to get away for a week or so to one of the nearby beaches with his family.

Also remaining in Washington and environs are Commissioners Frederick W. Ford and Robert E. Lee. Commissioner Ford will be at home in Alexandria, Va., with his family, including his month-old son. Commissioner Lee is braving the Washington heat and hoping to sharpen his golf game.

Travelers ▪ Commissioner John S. Cross will be at home in Eureka Springs, Ark., during the recess at the Riverview Resort Motel, which he operates with his wife.

Commissioner T. A. M. Craven leaves for Laconia, N. H., Aug. 10 after extended testimony on Capitol Hill before the Senate Small Business Committee on the possibility of monopoly in space communications.

Commissioner Rosel H. Hyde will vacation at home in Downey, Idaho, after going to his son's wedding in Logan, Utah, Aug. 9. He intends to visit another of his three sons in Westport, Conn., on the return trip to Washington.

ANOTHER NEW SHOW FOR COLOR TV

Bob Newhart's new show for Sealtest will be on color TV this season. The agency is N. W. Ayer & Son. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

the price is right on WWJ-TV

40-second prime time announcements will be available on WWJ-TV this fall on a fair and reasonable basis:

Basic rate for both 40-second and 60-second announcements will be $900.00.

Rate for 20-second announcements remains at $700.00.

30-second announcements will also be available at $700.00.

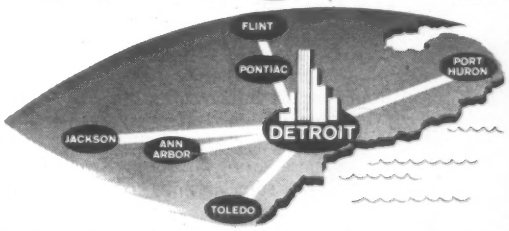
WWJ-TV management believes this new category of announcements is thus equitably priced, permitting use by advertisers of these expanded announcements for increased exposure, additional copy points, and exclusivity at rates commensurate with good advertising principles.

Moving into the new season, WWJ-TV is pleased to be able to offer excellent availabilities in 40-second breaks adjacent to the fine offerings of NBC's attractive fall programs.

WWJ-TV continues its long-standing policy which precludes triple-spotting.

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

Amendment is inapplicable to the most effective means of communication yet devised by man—television, he stated.

"It would mean that free speech and press are only for the less efficient and most ineffective modes—books, newspapers, magazines, handbills and movies. It would mean admitting that technological advance inevitably and progressively takes its price in loss of liberty.

"I say, Mr. Minow cannot have it both ways. . . . He cannot free us from our own imperfect tastes by binding us to his imperfect tastes without denying the principle of freedom . . . diversity and liberty instead of conformity and restraint."

No Justification ▪ Pointing out that advocates of program control offer numerous justifications and excuses, Mr. Pierson said most of them are "old and hackneyed." It is impossible, he said, for the FCC to consider "overall" programming and "balance" without considering individual programs. The chairman, Mr. Pierson said, has dealt with specific programs and types with which he approved or disapproved.

"I submit that the area of commission consideration of overall programming is but a vast wasteland of withered liberties that should not be preferred over the 'vast wasteland' Mr. Minow found in one long boring day and night before his tv screen." Also, Mr. Pierson charged, in actual practice the FCC has used the term balance to coerce licensees into carrying types of programs the commission favors at the expense of programs the agency dislikes.

The commission has a right to require programming information of licensees, but only to test their character qualifications, Mr. Pierson stated. However, "in view of Mr. Minow's threats to deny applications where the program structures do not conform to his specifications, can it be said that the program representations in an application are uncoerced and voluntary?" he asked.

Referring to an earlier speech by Dean Barrow, Mr. Pierson agreed that tv is an imperfect instrument and added that it always will be unless a perfect machine is developed that does not require an "imperfect human being to perform tasks or make judgments. The pall of imperfection that is cast on commercial tv shrouds all human activity, including above all, government action."

Mr. Pierson attacked the dean's proposal for a centralized program control in the FCC, NAB and outstanding citizens. "I would go the other way . . . [and] permit stations to unbalance the types of programs they broadcast at will and with abandon," he said. "The sum of such specialized program formats would result in overall balance in the industry output." He said that the "costly Barrow investigation" was not needed to establish that profit influences tv programming. "This was and is one of the most open and notorious facts within my knowledge," Mr. Pierson stated.

McGill Comment ▪ Mr. McGill felt tv problems seem to be a part of an overall cultural evolution that now is in process. "Our culture is being wrenched and convulsed and what comes out of it may be a national culture instead of regional cultures," he said. To meet the challenges of the day, "we must come up with a positive approach."

Prof. Nathanson suggested that "it is very debatable that television at the present time represents our culture." He said he personally is not able to keep up with all the good books, magazines and films, but he has no problem keeping up with really "good" tv shows.

To a question of whether increased competition means improved programming, Mr. Quaal denied that it does *per se*. "I'm afraid the opposite will be true," he said, citing a competitive problem of 14 radio stations in the Albuquerque area. Mr. Quaal disagreed with Prof. Jaffe over a "monopoly" situation in network tv. Mr. Quaal asserted "there is plenty of competition in tv today."

On the competition issue, Mr. Agee noted that in some single-newspaper towns the sole paper is doing a much better public service job than multiple papers competing in other markets. He said the "history of the broadcast media in meeting challenges has been very great."

Cone Remarks ▪ Mr. Cone answered several comparisons of high class magazines which put tv in poor light. He observed that *Harper's* and *Atlantic Monthly* comes out but once a month, Sunday newspaper supplements once a week, but tv programs hour after hour, day after day. "Sure, there are poor shows telecast," he said, "but there are a whale of a lot of good shows on the air too." He also pressed for his "revolving spot" magazine carrier concept, similar to the pattern used in space buying. This would give lower-rated public interest programs much better insurance of getting on the air, he declared.

Mr. Novik pointed out to the conference that although the radio station population has increased sharply in recent years, the diversity of what is offered has decreased. He attributed this to the music-and-news formula stations which have "forced the quality of other stations down to meet the competition."

Mr. Goelet felt that publicity about government concern over programming in itself has had a very beneficial effect on programming. Mr. Minow's "wasteland" speech he said was a good example of the effectiveness of this publicity impact.

Prof. Coons asked if the producers of *Untouchables* could do better if given a chance. Agency executive Cone observed he personally liked the show, but pointed out there actually is difficulty in getting scripts for good drama programs today. He recalled a recent contest for drama scripts brought in 1,500 entries, but that the judges could find only "two or three" that were of sufficient quality to accept or use on a broadcast.

Taishoff on "Scarcity" ▪ During references to uhf, Mr. Taishoff asked if there really is a scarcity issue in tv today. With 70 uhf channels available, 150 permits surrendered in recent years, he suggested scarcity can't be used as an argument if plenty of channels "can be handed out for the asking."

Mr. Taylor said he hoped the vacant channels wouldn't go too soon because educators in the next decade are going to need them a half-dozen in a bunch in some markets to meet the teaching manpower challenge that is rapidly developing. He said educational tv will need all the uhf channels it can obtain "plus all the class D time that's available on commercial stations, too."

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WHERE
THE SALE
BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

WRGB 6
CHANNEL
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ALBANY • SCHENECTADY • TROY

We're selling disregard factors today

A funny thing happened to LVN[1] on the way to the studio the other day. He had a daymare. "What would happen," a dream figure asked him, "if an advertiser purchased an infinite number of announcements on Station B in Eastern Iowa?"

"Money would be coming out of the holes in his head." LVN answered, *"and he'd spend an infinite sum."*

"And for Station C?"

"Ditto."

***

This fascinating hard-sell hallucination is brought to you by Station A to dramatize a Fact: No matter how many announcements an advertiser purchases on Station B or Station C, he disregards a substantial part of the Eastern Iowa market.

This gives rise to the *LVN Theory of Improbability, or Disregard Station A in Eastern Iowa at Your Peril,* not to be confused with an old movie serial.

Taking Station A's tv home potential as 100%, Station B's home pot. is 79%; Station C's, 84%. On an average daily daytime basis, on Station B alone an advertiser disregards 54% of the market; on Station C, 55%. On an average daily nighttime[2] basis, an advertiser on Station B disregards 50% of the market; on Station C, 26% of the market.

Station A's home potential, in non-disregard numbers you can get your teeth and products into: 314,700.

These data are based on the ARB for Cedar Rapids–Waterloo, March, 1961.

Station A • Cedar Rapids–Waterloo
CBS TV for Eastern Iowa
Represented by the Katz Agency
Affiliated with Station A Radio;
K-WMT, Fort Dodge; WEBC, Duluth

[1]Graffiti appearing at end of memos beginning "To All WMT Sales."

[2]Not to be confused with a nightly daytime basis.

No more automatic grants to survivors

OTHERS MAY FILE BIDS AFTER MERGER OR DROP-OUT

Rulemaking was finalized by the FCC last week which no longer makes it "automatic" for the remaining applicant to receive a grant after merging or securing the withdrawal of a competing applicant for the same facility in a nearby city.

Under the new rules, the withdrawing applicant is required to give local notice of such intentions. The FCC will then take no action on the remaining application for 30 days during which time it will accept new applications for the same facility requested by the dismissing party.

The new rule, first proposed by Commissioner Robert T. Bartley (BROADCASTING, Jan. 16), is designed to carry out more efficiently Sec. 307 (b) of the Communications Act. The section requires the commission to distribute frequencies among states and cities in a "fair, efficient and equitable manner."

Any new applications filed under the rule will be entitled to a comparative hearing with other pending applications for the same facility. In adopting the change, the commission said the rule will serve the public interest by acting as a deterrent to those who would use the FCC processes for private gain. Sec. 311 (c) now acts in much the same manner in the area of pay-offs with the two rules complementing each other, it was pointed out.

Commissioner Robert E. Lee dissented.

Small business group plans radio-tv study

A subcommittee of the Senate Select Small Business Committee is planning a wide-scale inquiry into broadcasting activities. Its point of departure will be advertising opportunities available to small business firms on television and radio.

Rep. Dale Alford (D-Ark.), chairman of the Small Business subcommittee No. 6, feels there may be evidence of national advertisers putting small firms at a disadvantage by "monopolizing the choice advertising times."

In a memorandum to subcommittee members, he said that the subcommittee could help small business firms by determining whether their complaints in this area are justified.

The hearings would also seek to determine whether the small firms are capable of participating in broadcasting to improve their business, he said.

One of eight subjects that Rep. Alford suggested the hearings could develop, however, appears limited to big business: "Do the national advertisers unduly influence" the networks and their programming?

Another question he feels should be discussed is pay tv. The hearings would also get into the pay-tv question, according to the memorandum, to determine whether that system would stimulate the establishment of outlets in communities outside major metropolitan areas.

Other possible subjects listed in the memorandum follow:

- Under existing law, what broadcasting practices have developed that adversely affect small business?
- What time slots on television are reserved exclusively for large network advertisers?
- What programming and time periods are available to regional and local advertisers?
- If certain time periods are not available, why are they unavailable?
- What new legislation would help small business in the field of broadcast advertising?
- What has the FCC done to enhance competition and provide greater opportunities for small business?

Rep. Alford suggested no date for the hearings, but told subcommittee members he would like to hold them "at an early date."

The subcommittee announced plans for hearings on the same subject two years ago, but they were never held.

Senate would restore FCC budget cut

The FCC's total budget request of $12,525,000 was approved by the Senate last week in passing the $9,098,769,500 Independent Offices Appropriations bill.

The final say on the matter will not be heard, however, until the bill comes out of a Senate-House conference that began work Friday (Aug. 4) to resolve differences between the Senate bill and an $8.49 billion appropriation passed earlier by the House.

It appeared unlikely that the House conferees would go along with the Senate in restoring the entire $125,000 cut.

FCC revamp passes House in 198-150 vote

REP. ROGERS' FLOOR FIGHT FAILS TO STOP APPROVAL

The House of Representatives last week approved the FCC-reorganization bill (HR 7856), but not without a fight. Rep. Walter Rogers (D-Tex.) waged a one-man floor battle against the bill, and forced a roll-call vote. The final tally was 198-150.

The reorganization legislation, which permits the commision to delegate adjudicatory functions to its staff and gives it the power to choose among the cases it will review *en banc*, now goes to a House-Senate conference. The House bill differs in several minor respects from the Senate bill (S 2034). on FCC reorganization passed two weeks ago (BROADCASTING, July 31).

Rep. Rogers vigorously opposed the bill on the grounds it would give civil service employes the power to make final decisions in review cases. He said this had been the intent of the President's FCC-reorganization plan, which the House rejected (BROADCASTING, June 19).

Rep. Oren Harris (D-Ark.), author of the reorganization bill and chairman of the House Commerce Committee, and Rep. J. Arthur Younger (R-Calif.), ranking minority member of the committee, introduced four amendments to tighten up the bill and allay Rep Rogers' fears. But he remained unconvinced.

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One of Our Richest Moments....

Sister Marie Charles

TV BIBLE SCHOOL The overwhelming response to her bible instruction for parents and children brings us infinite gratification . . . one of the many significant rewards of this unique television experience.

Maine Broadcasting System

WCSH-TV • Portland / WLBZ-TV • Bangor

THE KATZ AGENCY, INC.
National Representatives

WITT HEARING IGNORED

Main Street shows apathy to station's plight; little concern over whether license renewed

Local interest in the Lewisburg, Pa., license-renewal hearing last week of WITT, that city, was non-existent—both within the hearing room and on the streets of the community of 5,523 people.

The hearing was held on charges that Wireline Radio Inc., the licensee, had transferred control of WITT without prior FCC approval.

"We are guilty of two sins—not making any money and being dumb," a WITT official said in describing the difficulties of the station and its 44 stockholders with the FCC.

During all sessions of the hearing, Monday and Tuesday, the hearing room was empty except for parties to the proceeding, witnesses, area broadcasters and two reporters.

The one exception to the above was a short visit by the wife of a Bucknell U. (located in Lewisburg) professor. She said that she had heard about the hearing on WITT and was mildly curious about what was happening. The housewife disclaimed any knowledge of the issues involved but expressed the hope that WITT would remain on the air.

Up and Down the Street ▪ Well over half of some four dozen Lewisburg residents interviewed on the street did not know that the WITT hearing was in progress. And, a surprising number of the local citizens did not even know that the radio station was having difficulty with the federal government—despite announcements over WITT Sunday (July 30) that its renewal hearing would be held the next day and front-page coverage for the past several months by the *Sunbury* (Pa.) *Daily Item*, the principal daily newspaper serving Lewisburg. (Sunbury is 10 miles from Lewisburg).

None of the area radio stations, including WITT, reported the hearing in their newscasts. WITT, however, carried periodical announcements July 30 that the hearing would begin the next day.

Except for those directly involved, the WITT hearing just was not a topic of conversation or interest in Lewisburg. Among most residents there was a general apathy toward the local radio station with no feeling one way or the other whether WITT retained its license.

An exception to this general feeling was Karl Purnell, publisher of the *Union County Record*, Lewisburg's weekly newspaper. Mr. Purnell just purchased the *Record* a month ago and formerly was assistant to ex-Rep. Douglas Eliott (R-Pa.). He said WITT is a valuable asset to Lewisburg as its signal is heard throughout several Pennsylvania counties.

The *Record* did not report in advance that the hearing would be held in Lewisburg. The paper's Thursday issue, however, printed a front-page story on the testimony. Six weeks ago when WITT returned to the air after going dark for 10 days, the *Record* carried a page-one story with picture of the station's return to the air. This article included a plea by the WITT manager for advertiser support.

Merchants, Too ▪ Most of the businessmen, while expressing a knowledge of the WITT hearing, were little concerned over the station's fate. Here are some of their reactions:

"I know they are in some kind of trouble but I'm too busy to care."

"I haven't talked to anybody about WITT."

"What is the FCC . . . Minow, who's that?"

"I didn't know the station had been

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WRGB 6
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ALBANY • SCHENECTADY • TROY

A powerful pitch for Sec. 315 repeal

A powerful pitch for amendment if not repeal of the political broadcasting law was made before a Senate-FCC audience last Monday through the simple device of a kinescope of a campaign address last fall by a third party senatorial candidate in Colorado.

At the invitation of Sen. Gordon Allott (R-Colo.) the successful candidate, the audience saw and heard William R. Casey, independent candidate, harangue for 30 minutes. The kinescope was made by KLZ-TV Denver which, along with other Denver tv stations and numerous radio stations, gave Mr. Casey time under the equal time mandate of Sec. 315 of the Communications Act. Mr. Casey polled about 3,300 votes of more than 785,000 cast.

Mr. Terry

Hugh B. Terry, president and general manager of KLZ-AM-TV, said performances of this type will discourage stations from carrying political broadcasts unless the statute is changed and discretion is given station management. Many viewers were critical, he said. He argued that stations can be relied upon to exercise good judgment in handling political broadcasts and that relaxation of the 315 requirements along the lines proposed by Sen. Pastore (D-R.I.) would go a long way toward alleviating the problem. Mr. Pastore has introduced a bill to exempt candidates for the Presidency, Vice Presidency, Senate, House and state governorships from Sec. 315. Mr. Terry indicated that he personally favored outright repeal of the section. Sen. Pastore and Sen. Andrew Schoeppel (R-Kan.) were present. Sen. Allcott was unable to attend because of the death of his brother.

All FCC members except Commissioner John S. Cross attended the luncheon in the Senate Office Building. Others present included Nicholas Zapple, communications expert of the Senate Commerce Committee, and President LeRoy Collins and Vice President Vincent Wasilewski of the NAB.

You roll it... let ASC ride it!

RCA Vidicon Chain, with Automatic Sensitivity Control, Assures Uniform Picture Quality... Automatically

To show the "Film of the Day" at its very best, use the RCA Vidicon Camera Chain, Type TK-21C—now with Automatic Sensitivity Control. By electronically controlling sensitivity of the camera tube, the TK-21C automatically rides gain for you . . . assuring superior reproduction of films with little or no operator attention. The operating convenience and uniform picture quality will add new spark to your film programming . . . give better service to your clients.

This improved camera chain with Automatic Sensitivity Control senses variations in camera output level, and compensates for wide transitions in highlight density. Reaction time is rapid—less than ½ second for a 10 to 1 change in highlight brightness. Even under the worst conditions, a transition from extremely dense to very light film (100 to 1 change) can be accomplished in less than one second. Automatic Sensitivity Control is supplied as part of new RCA TK-21C Vidicon Film Chains. Previous TK-21 models can be converted.

An integral part of a matched line of RCA TV equipment, the vidicon film system has been established as the standard of the industry. Continued improvements, such as automatic sensitivity control, make RCA vidicon chains one of your best equipment buys. Remember when you buy RCA you get the most advanced equipment . . . plus the kind of service before and after the sale that only RCA with its broad background in broadcasting can provide.

RCA Broadcast and Television Equipment, Camden, N. J.

Get the full facts on the new RCA TK-21C Vidicon Film Chain- See your RCA Representative or write to RCA, Broadcast and Television Equipment, Dept. Y-22, Building 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

An open letter to Newton N. Minow

NORTH DAKOTANS' QUESTIONS POSE 'SECOND VIEWPOINT' ON ISSUES

The North Dakota Broadcasters Assn. has asserted broadcasting deserves the same freedoms accorded the press and has taken issue with many of FCC Chairman Newton Minow's views. The association's position was stated in a letter sent to Mr. Minow July 28 and signed by Leslie E. Maupin, secretary-treasurer of the association and commercial manager of KLPM Minot, N. D. Here is the text:

The North Dakota Broadcasters Assn., through majority approval, submit the following questions on certain viewpoints and contentions we feel were expressed in your recent speech [May 9] before the NAB. We submit these questions to point out a possible "second viewpoint" on some issues; in some cases, to point out a possible opposite viewpoint. Please believe we do not question your sincerity nor the "public benefit" of your motives. We only question the ultimate result of certain practices or procedures we feel were intimated or expressed in your speech.

1. "The airwaves belong to the public."

We certainly agree *accessability* to the airwaves does belong to the public; but, in that broadcasting is entirely independent of government subsidy or support, we question whether "public ownership" actually applies. We surely agree the public own the right to tune in or turn off their sets and select which programs they prefer. We question a government agency having a greater right to "dictate" broadcast programming than a right to dictate newspaper content or format; types of movies to be made and shown; types of stage plays to be produced, and so forth.

2. "Mere popularity should not be the test of what to broadcast."

Assuming, of course, that programming satisfies moral and decency principles, we wonder if the public should be denied free choice in broadcasting, as they have in all other forms of entertainment? And from the standpoint of listener-viewer acceptance, we question the public's likeliness to watch or listen to programming they may not like, in preference to not watching or listening at all.

3. "It is not enough to cater to the nation's whims—you must also serve the nation's needs."

We agree "serving the nation's needs" is obviously vital and necessary. And we are honestly doing our individual best to our own abilities and time availabilities. We believe a check of all radio and television stations will show a greater percentage of time (value) devoted to "public service" than by any other media.

4. "Commercial messages should be limited." (Radio's present 18 commercials per hour regulation). This is not from your NAB speech, other than your reference to tele-

off the air until I read it in the paper."

"WITT got off on the wrong foot four years ago and has never recovered. It has had poor publicity and bad management."

"Nobody seems to care one way or the other."

"I depend on WITT. We need the station and it has been persecuted by the government."

While WITT has lost money every month it has operated, the license renewal problems have compounded a lack of revenue. Many past and potential clients have told the station they would not advertise "until your government problem is settled," station personnel reported.

This was verified by at least one businessman who said that he and others have been repeatedly told that WITT would be taken off the air by the government "the first of the month." Among those Lewisburg citizens who knew that the hearing would begin last Monday, there was a general feeling that the station would be taken off the air that night. Without an understanding of FCC procedures, they expected an immediate order from "the government people."

The Official Proceeding ▪ The hearing itself, before Examiner Asher Ende, was fairly routine. The commission alleged that an unauthorized transfer took place in December 1959 when Robert L. Wilson, owner of WKVA Lewistown, Pa., contracted to purchase the station for $26,100. As part of that contract, which was reported to the FCC, Mr. Wilson took over operation of WITT immediately and loaned the station operating funds. This fact was freely testified to by Mr. Wilson and WITT witnesses and it was shown that no attempt to hide the operation from the FCC was made.

Arthur Stambler, Washington attorney for WITT, called only three witnesses—Harold E. Pray, WITT stockholder and treasurer, William Nesbit, chief engineer, and Peter Ferrell, stockholder and former general manager. Mr. Pray said that WITT is insolvent to the tune of over $35,000 in debts, including approximately $18,000 to former and present employes who worked without pay. The station went off the air June 1 for 10 days when the telephone company disconnected service for non-payment of bills.

Mr. Nesbit and Mr. Farrell testified on technical violations for which WITT was cited by the commission. Testimony by these two and Carolus Spencer, FCC engineer in charge of the Buffalo office who issued the citations, brought out that many of the violations were not personally seen by Mr. Spencer but were admitted to him by the station. Mr. Spencer inspected WITT again July 29 and stated that the station's technical operations now conform with commission regulations.

Mr. Wilson stated that he cancelled his contract to purchase WITT after the deal was questioned by the commission. All concerned said that they did not know FCC rules were being violated and stressed that the entire deal was spelled out for the agency.

Mr. Pray told of numerous other negotiations for the purchase of WITT after the Wilson deal fell through. One offer of $1.50 per share with 4,000 shares outstanding ($6,000) was received from Sam Booth, at that time owner of WMLP Milton, Pa., according to Mr. Pray. Milton is only five miles from Lewisburg and Mr. Pray said that WMLP planned to take WITT off the air.

Commission counsel Ernest Nash and Donald Rushford questioned Joseph Pelletier and Richard Fenstermacher, presently general manager and assistant general manager, respectively, of WITT, on whether they now exercise control over the station in violation of FCC rules. Both of the station officers assumed their part-time jobs when the station returned to the

vision's "endless commercials."

We honestly question whether the ability of the people to tune in or turn off their sets shouldn't be the prevailing right. We think the public, through program acceptance, proves they like commercials—perhaps because commercials are actually news; news about products and services in which they are generally interested.

5. (The idea) that the public must be given what is "best" for them, rather than what they (merely) prefer.

Couldn't this often result in the sometimes disappointing result of "leading a horse to water". . . ? We question the public's acceptance of controlled programming over the uncontrolled "programming" of competing entertainment and news media.

6. (The idea) stations must have "balanced programming" according to standards which are (or will be) set by the FCC.

Couldn't this be likened to forcing all restaurants and hamburger stands to serve only balanced meals? No sandwiches. No quick snacks. Balanced meals only! We wonder if such a restriction, even though in the "public interest," would actually prove to be of public benefit. This again raises broadcasting's singular responsibility "to the public" in being the only entertainment media required to give the people *not what they want,* but what someone else states they should have.

7. Finally, the present right of the FCC to dangle license renewal as a weapon to force broadcasters to "get in line" with FCC programming requirements and/or preferences, regardless of apparent public preferences.

We wonder if this situation is not only undemocratic, but if an additional moral principle isn't involved. We wonder if the FCC should be considered more representative of the people than the people themselves? We also wonder if the FCC isn't taking the stand that "the majority is wrong," and that the commission, not the people, knows what is best for the people. Isn't the FCC an agency of the people; not an agency to represent, promulgate and instill (only) the tastes of a minority?

We submit these questions and contentions in the interest of better broadcasting, and to request "freedom of the press" for the broadcasting industry as a whole.

air last June, according to testimony.

Other witnesses included WITT President Donald C. Bechtel, W. Sherman Doebler, stockholder and director, and Robert E. Hyle, WKVA commercial manager who served as WITT manager while the Wilson contract was in force.

Government Harrassment ▪ When asked why Wireline stockholders were pouring more money into an insolvent WITT, Mr. Pray testified that one of the reasons was a feeling that the FCC has been unfair to the station. FCC counsel were overruled in an effort to have this statement stricken from the record.

Privately, WITT officials were bewildered and bitter toward the government's "vigorous" prosecution of Wireline.

"Maybe we are dumb but there was nothing willful or underhanded in anything we did," it was stated. "Here we have 44 local owners, none with any other broadcast or newspaper interests, ideal ownership ingredients according to past FCC actions. Why didn't the commission ask for specific explanations instead of treating us like it has? We never tried to hide anything. We never had a counsel to advise us."

Proposed findings are due Sept. 12 with replies by Sept. 26.

PLUGOLA COMMENTS

General disapproval voiced to FCC

Networks, stations and communications attorneys were unanimous in their disapproval of the FCC's proposed "plugola" rules in comments submitted to the commission last week.

The rule would require stations to make an announcement on the air whenever a product or service is promoted in which a licensee or any of his employes has 10% or more interest, beyond such promotion as is "ordinarily necessary" in program presentation.

Almost all comments said such a rule is unnecessary. Many pointed out that such plugs represent advertising for which the licensee is not paid and therefore undesirable to him. All four networks and the NAB suggested that since the FCC is primarily interested in full disclosure of such interests, periodic reports to the commision be substituted for on-air announcement.

Many comments pointed out that announcements of station interests in products would constitute "undesirable program interruptions" and would annoy broadcast audiences. Also, it was generally agreed, making a list of the financial interests of all employes (including janitors, secretaries and other non-programming personnel) would constitute a great burden on the station and be further burden on announcers to memorize or keep constant surveillance.

The FCC rule was frequently characterized as "too broad, too ambiguous, too difficult to observe."

Several parties questioned the legality of the FCC instituting such a rulemaking. These held that if it were the intent of Congress or of the Dept. of Justice to pass such restrictions, Congress would have done so in the payola and quiz-rigging laws or the Attorney General would have recommended such steps in his 1960 report on broadcasting.

In branding the rule unnecessary, petitioners pointed out that hidden broadcast plugs were unfair trade practices and could be dealt with by the Federal Trade Commission. If a licensee willfully persists in inserting plugs, one comment said, the FCC can consider this as a reflection on his character qualifications at license renewal time.

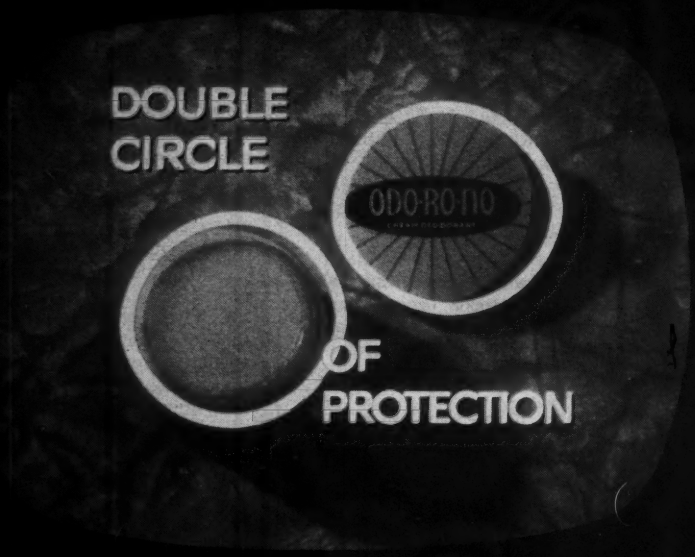
Among the counterproposals it was suggested: that an announcement be made only when the financial interest of licensee or employees is "substantial"; that the announcement be made at any time (such as all at sign-off) or in any form making the broadcaster's financial interest apparent to the public; that an announcement of an employe's interest be made only if that employe is concerned with the selection of the particular program material to be broadcast.

Opponents desperate, says favored Moline Tv

Charging three competing applicants for ch. 8 Moline, Ill., with "a desperate attempt to get in one more argument," Moline Tv Corp. last week asked the FCC to strike their joint petition seeking reargument (BROADCASTING, July 24).

Moline Tv, favored for ch. 8 in commission instructions to its staff (BROADCASTING, July 3), said it "will not engage in a polemic with material contained in a pleading of this character." Community Telecasting Inc., Illiway Tv Inc. and Midland Broadcasting Co. asked for a reargument on the grounds Moline Tv is the only ch. 8 applicant which did not survey local program needs. They also held the FCC could not grant ch. 8 to Moline if it fully understood the record.

Moline Tv replied that none of the three petitioners could receive a ch. 8 grant "under the oldest and most basic criteria of all—character. Each of them bears the mark of Cain of gross character deficiencies bordering on absolute disqualification."



THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION.'

"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC. WITH AUDIO.

"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC. WITH AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "*live action.*" Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

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What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

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FCC SATELLITE PLAN TAKES BEATING

Smythe, Brophy, Loevinger see flaws; defense this week

The FCC's proposal to permit private companies to form a private consortium of international common carriers to own and operate U. S. communications satellites under government regulation came under heavy fire on Capitol Hill last week.

The Senate Small Business Committee's Monopoly Subcommittee, the latest congressional unit to hold hearings on U. S. space communications policy, provided the forum, and a former FCC official, Dallas W. Smythe, provided most of the fire. Mr. Smythe, a professor of communications at the U. of Illinois who was chief economist at the commission from 1943 to 1948, raked the FCC plan from stem to stern.

He said a satellite cannot be "owned" since, in space, "no law exists as to ownership," and he challenged the FCC's assumption that "the first practical application of space satellites must be restricted" to private interests.

He denied also that communications satellites are analagous to cables or wireless circuits between stations, or that private companies offer the best hope of the U. S. being first with space communications system. Both assumptions are cited by the FCC in defense of its plan.

Unlike conventional communications systems, he said, satellites require government aid for launching and tracking. And "the amount of time wasted by private corporations fighting among themselves for their spheres of influence in the process of creating the consortium will also be enormous," he said.

As the 10 Gathered ▪ Mr. Smythe, who testified on Thursday as the 10 companies chosen by the FCC began gathering in Washington to open negotiations for the joint venture operation, added that private companies would be unable to deal with the many international problems that space communications will entail.

He said there is a need for negotiations with the Soviet Union to keep communications satellites out of the cold war. In this connection he noted that Russia has announced it is developing a cosmic transmitter capable of color television broadcasting.

He said communications satellites should be operated by a government authority and ultimately by a United Nations agency.

Disagreement with Mr. Smythe's proposal as well as with the FCC was voiced by officials of General Telephone & Electronics Corp., domestic common carrier excluded from the joint venture plan under the rules laid down by the commission.

Theodore F. Brophy, GT&E's vice president and general counsel, said ownership of the satellite should be open to all domestic and international common carriers, and should not be restricted to international carriers.

He added that a private enterprise system would be the least costly to the public, the most efficient, and would best demonstrate to the world "that a capitalistic, democratic republic" can lead the world in peaceful uses of space.

Loevinger's Surprise ▪ Early in the hearing, the Justice Dept.'s antitrust chief, Lee Loevinger, repeated his view, already given to several congressional committees, that ownership of the satellite system should be broadened. One new twist to his testimony, given in response to questions, was the disclosure that AT&T, one of the companies in the FCC's joint-venture scheme, is under scrutiny by the Justice Dept. for alleged antitrust violations.

The FCC will have a chance to defend its position against the criticisms leveled at its plan when it testifies before the subcommittee on Thursday.

The line of questioning pursued by Subcommittee Chairman Russell B. Long (D-La.) indicated the commission would have a lot of explaining to do. Sen. Long appeared concerned that the commission's proposal for the joint-venture plan fails to provide sufficient safeguards against monopolistic practices.

FCC on Spectrum Study ▪ At an earlier hearing on space communications last week, the commission endorsed the objectives of a proposed study of the manner in which spectrum space is allocated. But it suggested that the proposal be completely revamped.

As called for in SJ Res 32, the study would be conducted by a five-member commission, last six months and be expected to lead to recommendations for changes in the administration of the spectrum. The resolution was introduced by Sen. Vance Hartke (D-Ind.).

The commission, in a statement presented by Chairman Newton N. Minow, said the study should be conducted by the FCC, which has "plenary authority" regarding non-government frequencies, and an "adequate counterpart" on the government side. The commission added, however, that it doesn't know if such a government counterpart exists.

The commission said the study should last at least a year and that the FCC and its counterpart "should stand ready to implement the results . . ."

Census figures may not lie but...

THEY SHOW RADIO PENETRATION DOWN; RADIO WANTS TO KNOW WHY

Radio has been dealt a stiff blow by the 1960 U. S. Census.

Or has it?

A statistical tussle was brewing at the weekend to determine if:

- Radio home saturation really dropped from 95.7% in the 1950 census to 91.3% in 1960, or
- Hasn't changed much during tv's growth.

Principals are the U. S. Census Bureau, which compiled the figures, Radio Advertising Bureau, which doesn't like them, and NAB, which has called for a re-check.

Both NAB and RAB question the authenticity of the 1960 figure and the way it was compiled.

They argue that 91.3% is a sample figure obtained by a quick bite at a mountain of uncompiled census data that eventually will show complete results of the 1960 radio-tv count.

A BROADCASTING check into the way the 1950 and 1960 radio set counts were obtained raises serious doubts that the figures are comparable (see box this page). Auto sets aren't involved in the dispute.

By the time the feuding is settled it's possible the difference in the methods that were used may account for the decline in the saturation rate. And there already is contention the 91.3% figure in the 1960 census may reflect about the same saturation as the 95.7% figure in 1950.

In any case, it's obvious there has been a significant increase in the total number of radio homes.

Here are controverted points:

- The definition of a household was broadened, adding 300,000 to 500,000 homes to the 1960 statistical base.
- Of critical importance—the 1950 census included homes with radio sets temporarily out of order or at a service shop; in 1960 only homes with sets in working order were counted.
- The 1950 census was conducted personally by enumerators who pressed for answers; the 1960 figures were part of a formidable 12-page housing questionnaire left at one out of 20 homes for someone in the home to fill out and mail.

That raised another basic question: Are the personally gathered results of 1950 comparable with the mailed results of 1960?

Conrad Taeuber, assistant director of the Census Bureau, told BROADCASTING the 91.3% figure was based on a sampling of the national statistics and was subject to a sampling error. He said the preliminary figure was compiled and made public to meet industry demands for nationwide radio and tv saturation figures gathered in the April 1960 census.

Tv's saturation in 1960 was placed at 86.7% (see story page 83).

Industry Questions Figures ▪ Richard M. Allerton, NAB research manager, said NAB has "challenged the 91.3% figure." He told BROADCASTING, "The generally accepted industry figure is 96%. This new Census Bureau figure is preliminary and based on sample data. I have asked the Census Bureau to re-check the figure and am keeping in close touch with bureau officials."

Miles David, RAB vice president, said, "The results coming out of the Census Bureau this week are based on a fragmentary sample and, as we understand it from the Advertising Research Foundation, were the results of a test run made to check the programming of the computer. The 91% figure therefore could be far too low, as is also borne out by other indicators showing audience growth."

Mr. David also said that "RAB, when it learned about the questioning technique to be used in the 1960 census, protested vigorously to the Census Bureau. Based on numerous research projects of its own and on a project done in conjunction with the Census Bureau and ARF, RAB knew that the census technique could not faithfully reflect U. S. radio homes. As a result of this protest, the Census Bureau agreed to add a separate study of radio in 1960.

"This was done apart from the census but specifically as a check on the census results. It used personal interviews in a sample of about 5,000 homes and employed more effective questioning techniques to measure radio homes than were used in the census itself. This will be available simultaneously with

Different questions, different answers

Are the 1950 and 1960 U. S. Census figures for radio sets directly comparable or is it another apples vs. oranges situation?

Here are the official instructions and questions:

1950 census instruction: "Check 'Yes' for radio even if temporarily out of order or being repaired elsewhere." The question: "Is there a radio in this unit?"

1960 instruction: "Count only sets in working order. Count floor, table and portable radios as well as radio combinations. Do not count automobile radios." The question: "Do you have any radios?"

The definition of a housing unit was changed. In 1960 a housing unit was redefined to include places without cooking facilities or a separate entrance. This broadened the census base by adding from 300,000 to 500,000 households, mainly small or one-room housing units that were combined with a main household in 1950.

A third point of major significance: Sets temporarily out of order or at a repair shop were counted in 1950; only sets "in working order" were counted in 1960.

The working-order requirement could mean a difference of several percentage points in the saturation rate, according to a basic Politz study conducted in 1954. In that study Politz found 96.3% of homes had one or more radios. But when each home was checked to see if radio sets were in working order, the saturation figure was cut to 92.5%.

Another factor: The Census Bureau's 1950 radio-tv data were personally gathered at households by enumerators. The 1960 radio-tv figures were included in a legal-like 12-page form containing literally dozens of complicated questions about household equipment and the status of occupants. These forms were left in one out of every 20 households and had to be filled out by the occupants and mailed.

According to the Census Bureau, about 80% of the homes sampled mailed back their questionnaires. Of these, two out of three were "completely acceptable." The unacceptable questionnaires were rechecked personally by enumerators as were the 20% that didn't return the forms.

the expected release of the census radio-homes figures in January 1962. In effect, this study will provide a correction factor for the figures coming out of the census itself."

Warren Cordell, vice president and chief statistical officer of A. C. Nielsen Co., told BROADCASTING: "It is extremely difficult to compare figures 10 years apart when there are differences in terminology and in the universe."

"Were it possible to make an accurate check," he said, "the radio saturation figure might be as high as 98%." Nielsen used a 98.1% saturation for radio in 1952. Currently it is using a three-year-old frozen figure of 96.3% saturation, or 49.5 million radio homes.

He suggested that if the Census Bureau could translate its 1960 census figure to include homes with radios temporarily out of order the result would be much higher. He recalled that a 1954 Politz study, widely regarded as one of the best surveys of the type ever conducted, showed that the "in working order" limitation cut the national saturation by nearly 4%.

Mr. Cordell said he had been worried about the 1960 radio figure following a 1959 sample survey made by the Census Bureau. This showed just under 89% saturation, a figure that caused concern in media circles.

The Bureau's Position ▪ "We're checking the 91.3% radio figure," Mr. Taeuber, assistant director of the Census Bureau, told BROADCASTING, "but have found no errors so far."

He said the bureau has evidence the do-it-yourself census in 1960 was more satisfactory in some respects than the historic enumerator technique but added there is a lot of evaluation work to be done.

Asked if he felt householders may have been influenced by the 1960 question with its "in working order" requirement, he said the possible influence could exist in the two-thirds of homes that reported only one set in the home.

Mr. Taeuber said the final bureau total might be as high as 93% or as low as 89%. He recalled that a 1959 check made for the bureau's own use showed an estimated radio saturation of just under 89%, a marked drop from the 1950 figure of 95.7%. The 89% figure was rechecked at the time but no significant error was reported.

The 91.3% sample figure was based on 620 out of a total of 275,000 census districts. Mr. Taeuber said the sample was developed for internal use but when some of the results checked with the 100% population census it was decided to develop national figures based on the sampling of national data. In the case of radio-tv the technique yielded national saturation figures months in advance of a complete tabulation.

There is no measurable effect in the fact that one out of 20 households was checked for radio-tv and other household data in the 1960 census compared to one out of five in 1950, according to Mr. Taeuber and industry research people.

The only state whose radio-tv results have been compiled is Vermont. Mr. Taeuber said Vermont's final tabulation showed 92.8% radio household saturation in 1960 compared to 96.8% in 1950 though there was a gain of 3,881 in the number of radio households because of the larger gain in total households. He suggested this paralleled the trend shown by the nationwide census (91.3% compared to 95.7%), even though it represented only one state.

As to the change of definition of a housing unit, Mr. Taeuber said, "The new definition probably added 300,000 to 500,000 households though we originally had estimated it might add a million homes."

Tv Figures Accepted ▪ No disagreement had appeared at the weekend over the results of the Census Bureau's television homes count in 1960 although the figure is under the Advertising Research Foundation-Census Bureau saturation based on one of the bureau's monthly sampling surveys. The 1960 preliminary tv census saturation (April) of 86.7% is close to the May 1960 ARF sampling figure of 87.5%. The technique used in developing the preliminary decennial census figure is subject to sampling error.

Some Other Facts ▪ Over 100 million home radios (including clock and portable models) have been produced by U. S. manufacturers since the 1950 U. S. Census was taken. The total does not include uncounted millions of imported sets, radio-phono combinations, tuners or kits.

Using the 1950 total households figure of 42,343,311, the census saturation figure that year shows a total of over 40 million radio homes.

Eight million radio homes were added in the 1950-60 decade, the 1960 census saturation of 91.3% (preliminary) indicating a total of 48.4 million radio homes when the census was taken in April 1960.

Just to keep everybody happy, the official government economic encyclopedia *Statistical Abstract of the United States* shows 49.95 million radio homes in 1960. This is attributed to Census Bureau surveys and industry sources.

TV NEARING SATURATION

Census sample finds video in 89.4% of homes and multiple sets in 13.4% of video homes

Nearly nine out of every 10 homes (89.4% or 47.7 million homes) have one or more tv sets, according to a nationwide sample survey conducted last May by the U. S. Census Bureau. The study was conducted for Advertising Research Foundation and financed by NAB, Television Bureau of Advertising and the networks.

The 89.4% tv saturation compares with 87.5% in May 1960 when a similar sample study was made. The U. S. decennial census taken in April showed that 86.7% of homes had tv sets in working order, according to a preliminary estimate by the Census Bureau (story page 82).

Since ARF U.S. sample studies were started through the bureau, tv saturation has grown this way: June 1955, 67.2% (32.1 million tv homes); Feb.-March 1956, 72.8% (35.5 million tv homes); Aug. 1956, 76.1% (37.4 million tv homes); April 1957, 80.2% (39.8 million tv homes); Jan. 1958, 83.2% (41.9 million tv homes); May 1959, 86.3% (44.46 million tv homes); May 1960, 87.5% (46.2 million tv homes); May 1961, 89.4% (47.72 million tv homes).

The ARF-Census Bureau study for May 1961 shows 13.4% of tv homes have more than one set, with the total number of tv sets in somes placed at 54.67 million.

Standard metropolitan areas show a tv home saturation of 92.2% compared to 85.3% for areas outside cities, according to the study. An urban-farm breakdown shows 90.3% saturation in urban areas, 90% in rural nonfarm and 79.8% saturation in rural farm areas. Four-person households have the highest tv saturation, 96.2%.

New England has the highest tv saturation followed by Middle Atlantic. Lowest saturation was found in the East South Central region. The regional figures follow: New England, 95.1%; Middle Atlantic, 93.2%; East North Central and Pacific, 90.8%; West North Central, 90%; Mountain, 86.7%; South Atlantic, 85.9%; West South Central, 84.5%; East South Central, 82%.

The percentage of multi-set homes was highest. 16.9%, in standard metropolitan areas.

The 1960 and 1961 surveys included Alaska and Hawaii and were based on the new definition of households, which includes many small housing units formerly not separately tabulated.

For the first time the number of multi-set tv households exceeded the number that had no television.

AFTRA strikes back with $5,000 fines

The strike of the Los Angeles local of the American Federation of Television & Radio Artists against KFWB Los Angeles was hotter last week than the August sun beating down on the pickets. As the strike entered its fourth week, both sides were trying to knock out the other, with no conciliatory gestures from either.

AFTRA threw the hardest punch—fines of $5,000 each, levied by the local union's board of directors against Chuck Blore, Jim Hawthorne and Don French, who were found guilty of "conduct prejudicial to the welfare of AFTRA" after a hearing Wednesday (Aug. 2). The trio was convicted of crossing the AFTRA picket line and entering the KFWB studios after the strike had been called "knowingly and with intent to act as strikebreakers." They were also found guilty of acting as strikebreakers on each day since the start of the strike.

The defense presented by the trio at the hearing was that Mr. Blore is vice president in charge programming for Crowell-Collier Broadcasting Corp. (KFWB, KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul); Mr. Hawthorne is program director of KFWB and Mr. French is program director of KEWB. As members of management, they stated, they have a primary responsibility to management to keep KFWB in operation.

Resignations Ignored ▪ As the union's charges against them were based on their membership in AFTRA, the trio submitted their resignations to the AFTRA tribunal before the end of the hearing, they reported. The AFTRA board, however, ignored this in its statement of findings. In addition to the fines, the board ordered the three to "cease and desist" from strike-breaking activities by midnight Aug. 4, or be expelled from the union.

KFWB's attack was the filing of charges against Mr. McCue and AFTRA with the National Labor Relations Board. First charge filed Monday, was that the union had attempted to induce KFWB employes to leave their posts through intimidation and coersion. NLRB assigned Floyd Brewer to investigate this charge.

Later in the week, KFWB filed another charge against the union with NLRB. "W've claimed that [Mr.] McCue is failing to bargain in good faith and has failed to meet with us despite the fact that there is a strike in progress," Jim Simons KFWB station manager, stated.

This charge was based on two incidents. On Friday (July 28) at a meeting called by Jules Medoff, federal mediator, AFTRA had presented a new wage demand for the newscasters at KFWB. These were for wages of $200 a week the first year, $212.50 the second and $225 the third of a three-year contract. KFWB rejected these and made a counter-proposal of $170, $177.50 and $185, with the further provision that all employes now on strike would be paid a minimum of $185 starting immediately. This was not acceptable to AFTRA. The meeting adjourned and no further get-together has been held or called since then.

On Monday (July 31), AFTRA representatives refused to join a negotiating session with a group of Los Angeles independent radio stations when representatives of KFWB were also present.

"KFWB claims that by these and other actions," Mr. Simons said, "Mr. McCue and AFTRA are restraining and coercing radio stations of the multi-employer group in the selection of their representatives in collective bargaining as well as KFWB. AFTRA's refusal to meet in negotiations with KFWB, its refusal to discuss wage offers, plus refusal to participate in meetings with KFWB is, in our opinion, a failure to bargain in good faith, and we have so charged."

KCOP (TV), RRTEA sign three-year pact

KCOP (TV) Los Angeles has signed a three-year contract with the Radio, Recording & Television Employes Assn., an independent union which represents 75 members of the station's production and technical staff. RRTEA was organized by a group which pulled out of the International Brotherhood of Electrical Workers after a lengthy IBEW strike against KCOP two years ago.

The contract contains several unusual provisions, such as one permitting the 40-hour work week to be scheduled so an employe may do the stint in four 10-hour days rather than five eight-hour days, giving him a three-day weekend on a regular basis. Another enables the station management to make layoffs, when necessary, on the basis of ability, with seniority as a factor to be considered, rather than seniority as the only factor. The station also agrees to provide fully-paid major medical insurance for the employes.

The pact includes as a basic principle the right of management to run the station as it sees fit and management on its part agrees to maintain high standards of working conditions. The top wage scale is now $218 for engineering technicians, up from $207.50. Employes are entitled to vacations of up to five weeks.

State prexy conference

NAB's seventh annual Conference of Presidents of State Broadcasters Associations will be held Feb. 28-March 1, at the Shoreham Hotel, Washington, according to Howard H. Bell, NAB vice president for industry affairs. The conference provides a forum at which administrative officers of the state groups discuss their area problems and national issues affecting the industry.

Metromedia reports net down

Metromedia Inc., New York, reports gross revenues for the first 26 weeks of 1961, ended July 2, rose by more than $4 million over the first half of 1960. This year's first-half total was $23,397,580 compared with $19,177,895 grossed a year ago.

Metromedia announced Friday (Aug. 4) that net income, after taxes, amounted to $396,537 for the 26-week period, or 23 cents a share, as compared with $738,970, or 43 cents a share, for the same period in 1960.

Net income, after taxes, for the 13-week period ended July 2, amounted to $409,203, or 24 cents a share. The 1960 net income for the same period was $592,471, or 35 cents a share.

Metromedia's divisions are Metropolitan Broadcasting (WNEW-AM-FM-TV New York, WTTG [TV] Washington, WTVH [TV] Peoria, KOVR [TV] Stockton, Calif., WTVP [TV] Decatur, Ill., WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia); Worldwide Broadcasting (WRUL New York), and Foster & Kleiser (outdoor advertising).

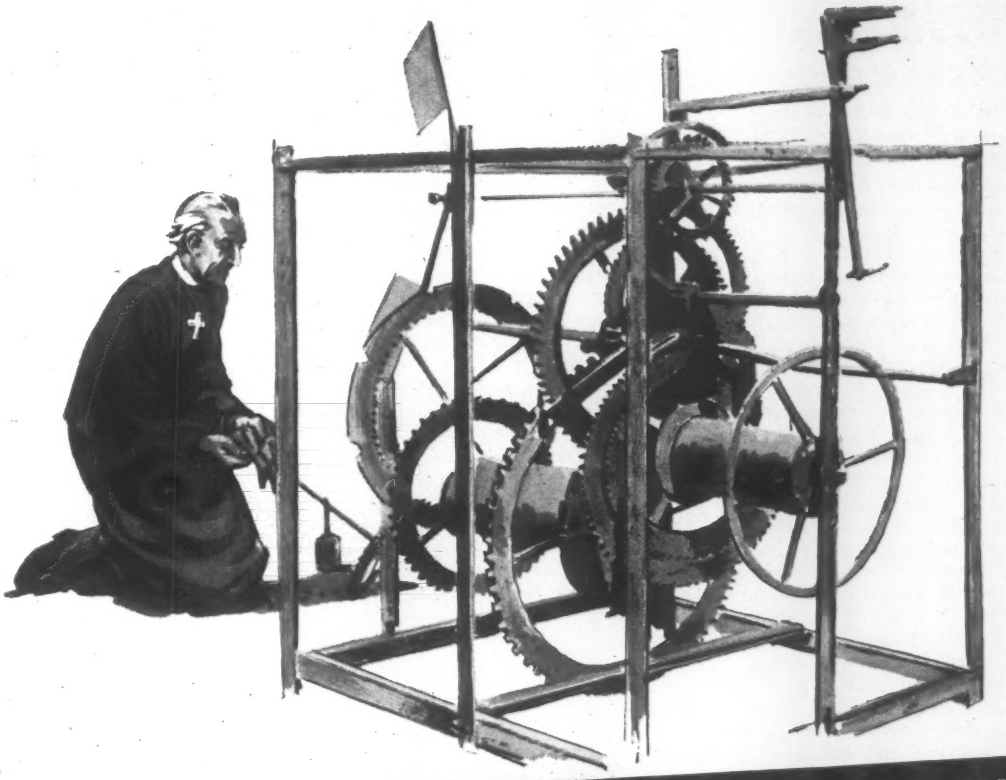
New fm stereo services

Three more fm stations have reported start of stereo service.

WSPA-FM Spartanburg, S. C., began stereophonic broadcasting tests July 11 and went on the air Aug. 1 with a complete fm program featuring stereophonic sound.

WDTM (FM) Detroit began fm stereo broadcasting July 16 with the presentation of a Philadelphia Orchestra concert.

KCFM (FM) St. Louis held an open house to exhibit its new quarters and herald its inauguration of fm stereo. The new facility was built following a fire last year which nearly put the station out of commission. President-General Manager Harry Eidleman hosted the affair which drew 250 advertisers, agency personnel, civic leaders and members of the St. Louis press.



YOU MAY NEVER SEE THIS OLDEST CLOCK*—

BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

**The world's oldest working clock is in Salisbury Cathedral, England. It dates to 1386.*

You needn't be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO Radio consistently reaches the largest share of the area's radio audience. Pulse (see left) gives WKZO Radio an average of *73% more listeners* than Station 'B' during 360 quarter hours surveyed, 6 a. m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio's superior *around-the-clock* coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knodel can give you all the facts.

AM-TV-FM

The Telzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

THEATRES TO FIGHT

Arkansas okay of pay tv test to be opposed, says TOA unit

International Telemeter has won an important victory in the U. S. for its wired pay tv system, but members of the opposition—various film exhibitors—promise further legal battles before conceding pay tv is here to stay.

This was made apparent in the wake of the July 28 ruling of the three-man Arkansas Public Service Commission granting Telemeter, through its local franchiser, Midwest Video Corp., a clear mandate to conduct a wired pay tv test in Little Rock (AT DEADLINE, July 31). In a unanimous decision, the commission found the proposed test to be "in the public interest," directed Southwestern Bell Telephone Co. to establish rates and facilities for the pay tv system and dismissed a petition by intervening theatre owners—Independent Theatre Owners of Arkansas (an affiliate of Theatre Owners of America), Rowley United Theatres and United Theatres Corp.—which contended the commission lacked authority to rule on the matter because pay tv programs will be produced outside the state.

After studying the ruling, TOA's Joint Committee Against Toll Tv said late last week it will definitely fight the decision through legal channels. Dissenters have 30 days to file an appeal in Arkansas state courts, and may eventually take the appeal to the state supreme court.

An initial hearing was held in Little Rock May 15, and subsequently continued June 19 and 20 on a petition filed last January by Midwest Video to obtain facilities for its pay tv test from Southwestern Bell.

The commission ruling of July 28 is seen by some as a precedent for other affiliates of the American Telephone & Telegraph Co. to follow if and when Telemeter moves into other areas of the country. A spokesman for Telemeter, the pay tv subsidiary of Paramount Pictures, reiterated last week that a community on Long Island (New York) and another at an unnamed location on the west coast are Telemeter's next targets for pay tv experiments. (The company, through Trans-Canada Telemeter, has been conducting a pay tv test in Etobicoke, a suburb of Toronto, Canada, since February 1960).

At Least a Year ▪ Telemeter also believes that, barring unforeseen legal difficulties, it will be at least a year before its programming will go over the Little Rock lines. It would take that much time for tv coin boxes and cables to be put into operation.

Louis A. Novins, Telemeter's president, hailed the Arkansas decision as "an important and basic victory," and saw it as "clearing away of a major roadblock" to the introduction of cable pay tv elsewhere in the U. S. He said that "it should now be apparent" that the forces of pay tv cannot be stopped by "self-serving groups," like movie exhibitors and he cautioned "average" exhibitors to wake up "and stop being suckers for the 'big boys' with tv and other interests."

Major movie theatre circuits will be the first ones to hop on the pay tv bandwagon once it starts rolling, Mr. Novins predicted, and he indicated some exhibitors who publicly are the most vehement against pay tv, are already amenable to deals.

Mr. Novins singled out for attack the chairman of the Committee Against Toll Tv, who he said is associated with a company which will sponsor movies on tv on Saturday night this fall. "The chairman," he said, "would serve exhibitor interests far better if he headed a committee against free movies on Saturday nights. . . . At least pay tv charges an admission for viewing a current motion picture."

Mr. Novins was obviously referring to Philip Harling, chairman of TOA's Joint Committee Against Toll Tv. Mr. Harling is vice president and executive secretary of Fabian Theatre Corp., whose president, Sy Fabian, is also president of Stanley Warner Corp., a non-affiliated company. International Latex Corp., a subsidiary of Stanley Warner Corp., will sponsor minutes on NBC-TV's *Saturday Night at the Movies* (9-11 p.m.) program in the fall.

Neither Mr. Harling nor a representative of TOA cared to comment on Mr. Novins' statements.

ABC Radio schedules regional affiliate meets

A series of four ABC Radio regional meetings with affiliates will be held Aug. 21-30 by a team of officials including Leonard H. Goldenson, president of AB-PT; Robert Pauley, ABC's vice president in charge of radio, and James Hagerty, ABC vice president in charge of news, special events and public affairs.

They will address station owners and managers (eastern regional district) on Aug. 21 at the Sheraton-East Hotel in New York and then procede to regional sessions as follows: Mark Hopkins Hotel in San Francisco (Aug. 25), the Sheraton-Chicago Hotel in Chicago (Aug. 28) and Sheraton-Charles Hotel in New Orleans (Aug. 30). Reviewed will be sales report details with emphasis on the third-quarter report which ABC said last week indicates a 30% rise over that period last year.

Other ABC Radio officials taking part are Jim Duffy, national sales director; William Rafael, national programming director, and Earl Mullin, national director, stations department. Attendance of network executives in each of the regional areas also is planned.

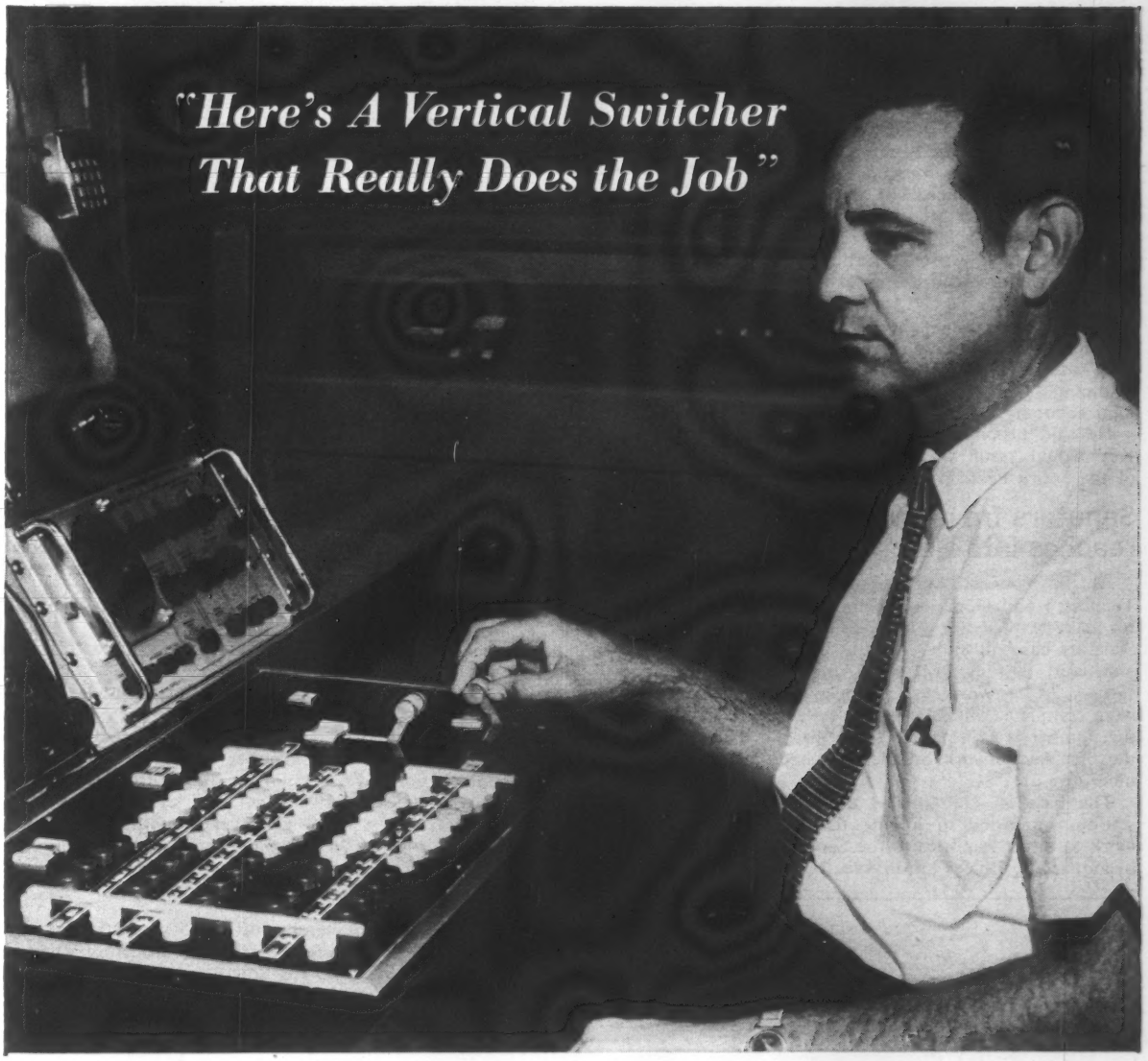
NT&T gross income up 7%

National Theatres & Television reports a 7% increase in gross income for the third quarter of its fiscal year ended June 27. The gross for the quarter was $10,722,509, compared to $10,028,325 for the like quarter of last year. Net income rose to $114,306 or four cents a share, from a loss of $2,235,293 or 79 cents a share in the 1960 quarter.

These results "confirm the restoration of the business to a profit-making status," NT&T President Eugene V. Klein said in his message to stockholders. "The earnings are modest, but truly significant. . . . While $1,521,396 of the loss a year ago was a special provision for a decline in value of the company's investment in National Telefilm Assoc., the remainder of the loss came through regular operations and amounted to $713,897. The contrast between 1960 and current profits from operations thus further emphasize the progress made."

EASTMAN KODAK BUYS COLOR TV

Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color TV show, Walt Disney's "Wonderful World of Color," Sunday nights. The agency is J. Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900



"We noticed an immediate improvement in quality of program transmission and video tape recording when we installed our new Sarkes Tarzian solid state Vertical Interval Switcher. The unusual flexibility of the VIS-88 has substantially expanded our production capabilities. We're really quite proud of it," *says* R. F. KINARD, *chief engineer of* WLBT, *Jackson, Mississippi.*

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1. SWITCHING TRANSIENT — None
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3. SWITCHING TIME — Less than .1 microseconds
4. Differential Gain — .2% max.
5. DIFFERENTIAL PHASE — .5° max @ 3.58 mc
6. Isolation (between any 2 channels) — 60 db @ 3.58

This performance is engineered into a compact package less than half as big as other switchers, and it's priced lower.

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Broadcast Equipment Division
Bloomington, Ind. • EDison 2-7261

Negro-Spanish division organized by Pearson

A group of Negro and Spanish stations represented by John E. Pearson Co. are being organized into a separate department at the representative firm, Mr. Pearson announced last week.

Key Broadcast Management Inc., New York consultancy operated by Ralph Weil and Arnold Hartley, has been named to set up the special division.

Mr. Pearson said the specialized broadcast field has now "come into its own" and that the Negro consumer is assuming "growing importance in our total economy."

He said proposals made to him by Key would result in a sharpening-up of the entire Pearson operation.

Senators fm network reaches into Georgia

An fm network reaching down to Tennessee and Georgia is being added for play-by-plays of the Washington Senators baseball club. A club spokesman said that as of last Wednesday (Aug. 2) networking arrangements were completed with 25 fm outlets and the number is expected to reach 40 by the first fm network broadcast, scheduled Aug. 11.

The baseball club invites other fm stations interested in joining the network to direct inquiries to the Senators headquarters, 7th & Florida Ave., N.W., Washington, D. C. Telephone: Dupont 7-6333.

The Senators earlier (July 28) had announced expansion of its entire radio network to 64 stations in eight Middle Atlantic and Southern states. Senators baseball originates through WTOP-AM-FM-TV Washington.

Colorado chief justice defends radio-tv access

Public response to radio-tv coverage of court trials in Colorado has been good, Chief Justice Frank H. Hall of the Colorado Supreme Court said Aug. 2 in an address to the conference of Chief Justices of the American Bar Assn.

Chief Justice Hall spoke in St. Louis at a session which precedes the main ABA convention this week. "Our judicial processes are better understood," he said in commenting on ABA's Canon 35 (banning radio, tv and photographers from courtrooms). The canon has been adopted by 21 states and the District of Columbia.

The Colorado judiciary decided over five years ago to allow broadcast coverage of trials unless the trial judge rules otherwise. Chief Justice Hall said he has heard no protests since the state rejected Canon 35.

Frank P. Fogarty, Meredith Stations, speaking as chairman of NAB's Freedom of Information Committee, declared last week the banning of broadcast coverage from the courts of Kansas would penalize the public in its right to full freedom of information.

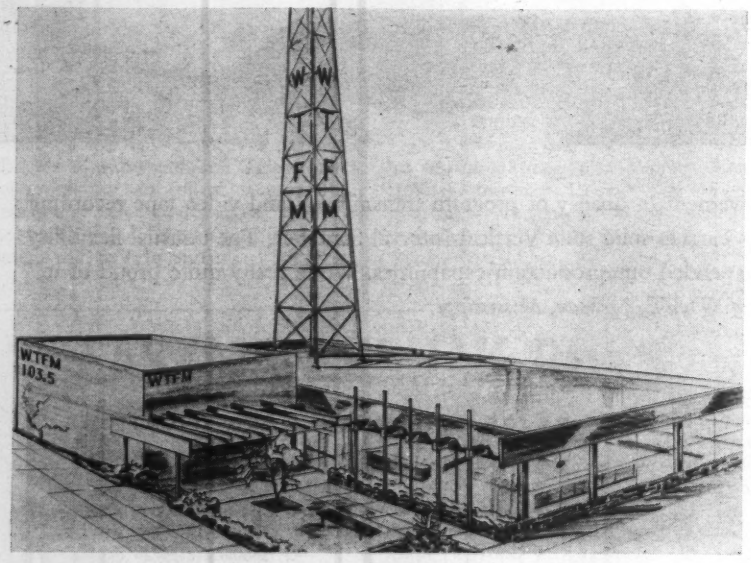
Writing Justice Clair E. Robb, of the Kansas Supreme Court, Mr. Fogarty said, "The public relies on radio and tv to keep informed. Broadcasting presents to the public exactly what is happening, not what some other person says is happening." His comment followed a ruling by the Kansas State Supreme Court banning radio-tv equipment in any courtroom in the state.

Media reports...

New affiliate ▪ WMMM Westport, Conn., joined MBS July 31 as the 428th affiliate. The station, on 1260 kc with 1 kw, is owned by Westport Broadcasting Co., of which Sidney J. Flamm is vice president and general manager.

FHN appointed ▪ Taft Broadcasting Co., Cincinnati, appoints Farson, Huff & Northlich, Inc., N. Y., as its agency. Taft stations are: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

Advisory committee formed ▪ KHOL-TV Kearney-Holdrege, Neb., announced the formation of a permanent eight-member advisory committee consisting of leading citizens within the two channel area. The committee will meet periodically with executives of the station to advise on current needs of the communities.



Fm showcase studio building

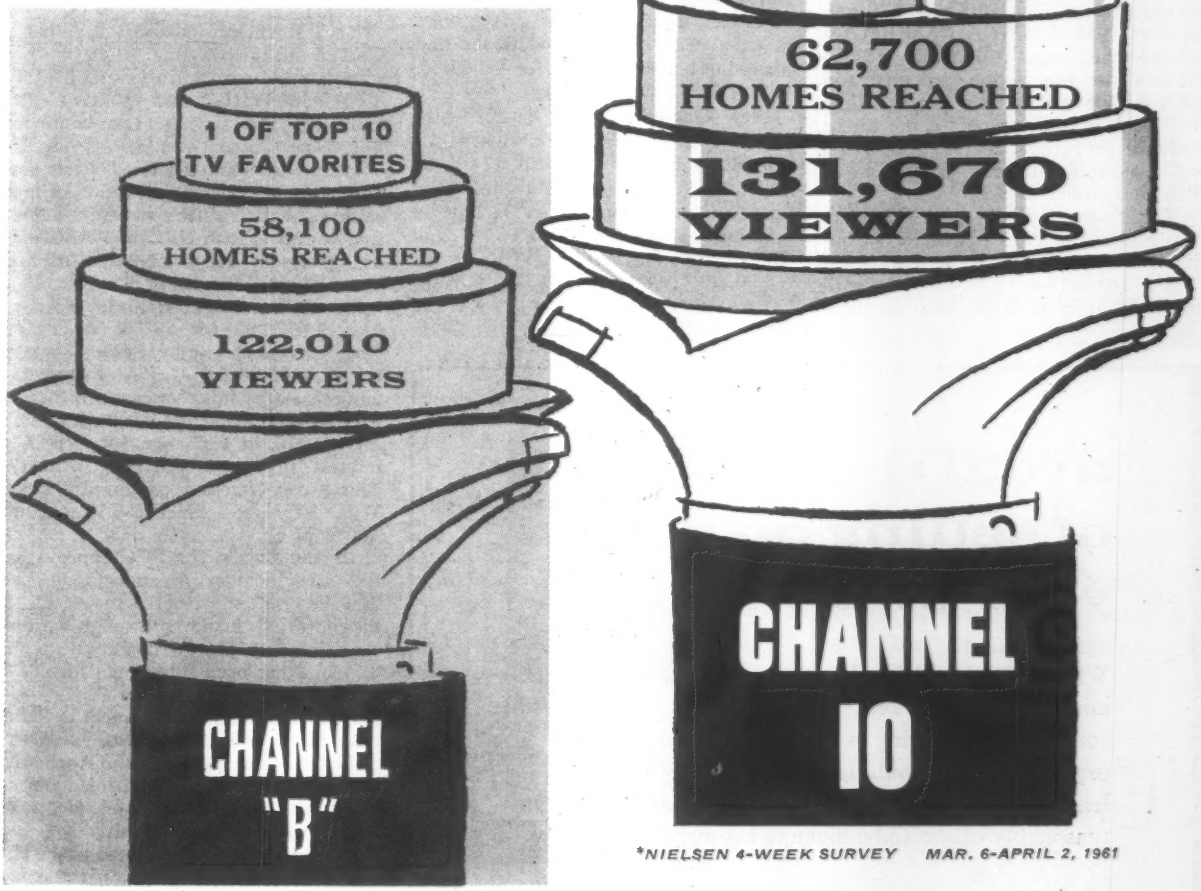
Friendly Frost Inc., Westbury, N. Y., expects its new WTFM(FM) Lake Success, N. Y., outlet to be the first metropolitan New York station to program stereo fm broadcasts when the station starts operations in September on 103.5 mc with 20 kw power. Described as the nation's first three-way sound center, the building will house WTFM, recording studios and a luxury sound salon (a retail outlet which will offer limited editions of custom hi-fi and stereo music systems, fine furniture, paintings, sculpture and art objects.)

Capped by a 20-story transmitting tower, the wrapped-in-glass structure is located at 173rd St. on the Long Island Expressway in Fresh Meadows, N. Y. Glass partitions will connect the radio station and sound salon allowing visitors to watch the station in operation. The entire center will be visible to some 120,000 cars which pass the location daily.

WTFM will be under the supervision of David H. Polinger, director of Friendly Frost Broadcast Div., who formerly was general manager of NTA Spot Sales and manager of NBC's San Juan, Puerto Rico affiliate, WAPA-TV. Friendly Frost also operates WGLI and WQMF (FM) Babylon. The broadcast division will be headquartered in the new building.

CHANNEL 10
Carries The Weight* In Rochester, N.Y.

From 6:00 P.M. to Midnight Daily



*NIELSEN 4-WEEK SURVEY MAR. 6-APRIL 2, 1961

CHANNEL 10

BASIC CBS AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

FCC okays $30 million in station sales

CAPITAL CITIES' BUY OF WKBW, WPAT OUTLETS IS THIRD LARGEST

More than $30 million in station sales were approved by the FCC last week at its final meeting before the August summer recess, among them the third largest sale in broadcast history.

Among the approved transactions were two acquisitions by Capital Cities Broadcasting Corp. (Lowell Thomas-Frank Smith), totaling $19.35 million: WKBW-AM-FM-TV Buffalo, N. Y., for $14 million, and WPAT-AM-FM Paterson, N. J., for $5,350,000.

The Buffalo sale is the third highest in broadcast annals. CBS paid $20 million in 1958 for WCAU-AM-FM-TV Philadelphia plus real estate ($15.6 million for the station property and $4.4 million for the real estate). Time Inc. paid $15.75 million for the Bitner radio-tv properties in 1957, including stations in Indianapolis, Minnesota-St. Paul and Grand Rapids.

The 50-kw WKBW (on 1520 kc) was founded in 1925 by the Rev. Clinton H. Churchill, who is the sole owner. The tv adjunct, on ch. 7 with ABC primary affiliation, went on the air in 1958; it is owned 51% by Dr. Churchill.

Under the terms of the sale agreement, Dr. Churchill becomes a member of the Capital Cities board; Clinton D. Churchill, son of the pioneer Buffalo broadcaster, remains as vice president and general manager of Capital Cities' Buffalo stations.

Capital Cities bought the Paterson, N. J., stations—which in recent years have become a New York area top-rated audience-getter with a good music format—from Dickens J. Wright and associates. Mr. Wright remains as chief of the WPAT stations, which he and his group bought in 1954 for $300,000. WPAT has 5 kw on 930 kc.

New Lineup ▪ Capital Cities, which got its start in tv in 1953 when it acquired what is now WTEN (TV) Albany, N. Y., now has six tv, three am and two fm stations. They include in addition to WKBW-AM-FM-TV and WTEN, satellites WCDA (TV) in Albany and WCDC (TV) in Adams, Mass.; WROW Albany; WPRO-AM-TV Providence, R. I., WTVD (TV) Durham, N. C.

Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented to both Capital Cities acquisitions on the issue of concentration.

Among the major transactions approved by the FCC last week was the realignment of tv ownership in Rochester, N. Y.—WROC-TV (ch. 5) going to WVET-TV and WVET-TV's interest in ch. 10 going to the other sharetime holder, WHEC-TV (CLOSED CIRCUIT, July 31).

The Rochester actions are being worked out this way:

Veterans Broadcasting Co. (WVET-TV) and WHEC Inc. (WHEC-TV-Gannett) are paying Transcontinent Television Corp. (licensee of WROC-TV) $6.5 million for the real estate and equipment used in the operation of that station. This includes network affiliation contracts with NBC and ABC and an agreement not to compete for five years within 35 miles of Rochester.

Of this amount, WHEC Inc. is paying $3,692,500 for 58.7% of TTC's Rochester assets, and Veterans is paying $2,432,500 for 41.3% of these facilities. After this, Veterans will turn over to WHEC Inc. its license for sharing ch. 10 in exchange for WHEC's interest in the WROC-TV property. This leaves Veterans owning 100% of WROC-TV and WHEC-TV owning 100% of ch. 10.

Ifs and Buts ▪ The FCC approval of the sale includes several conditions: that Veterans must agree to use ch. 8 instead of ch. 5 and go through various steps before beginning operation on ch. 8. Ch. 8 has been substituted for ch. 5 in Rochester as part of the FCC's rule-making to add another channel in Syracuse, N. Y. (BROADCASTING, July 31).

In the order approving the Rochester transfers the commission denied objections by WSAY Rochester and the AFTRA and NABET locals.

Chairman Minow dissented to the entire transaction; Commissioner Bartley to that part which involved WVET-TV turning over its license to WHEC-TV. Both dissents involved concentration issues.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KAPR Douglas, Ariz.: Sold by David V. Harman (Copper State Enterprises) to William and Katherine Mende for

$60,000. Mr. Mende is news and program manager of WESO Southbridge, Mass. KAPR is 1 kw daytime on 930 kc. Broker was Wilt Gunzendorfer & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 98).

▪ WKBW-AM-FM-TV Buffalo, N. Y.: Sold by Rev. Clinton H. Churchill to Capital Cities Broadcasting Corp. for $14 million (see separate story, opposite page).

▪ WROC-TV Rochester, N. Y.: Sold by Transcontinent Television Corp. to WVET-TV and WHEC-TV, both Rochester, for $6.5 million. After intermediate steps, the WROC-TV facility will be owned by WVET-TV, with WHEC-TV remaining sole occupant of ch. 10 there (see separate story, opposite page).

▪ WPAT-AM-FM Paterson, N. J.: Sold by Dickens J. Wright and associates to Capital Cities Broadcasting Corp. for $5,350,000 (see separate story, opposite page).

▪ WERC-AM-FM Erie, Pa.: Sold by Ray T. Miller Jr. and associates to Si Goldman and group for $335,000. Mr. Goldman's group owns WJTN-AM-FM Jamestown, WGGO Salamanca and WDOE Dunkirk, all New York. Chairman Newton N. Minow and Commissioner Robert T. Bartley dissented.

▪ KUDI Great Falls, Mont.: Sold by D. Gene Williams and associates to James F. Hadlock for $300,000. Mr. Hadlock is majority owner of KBUC Corona and KDAN Eureka, both California.

▪ WZOK-AM-FM Jacksonville, Fla.: Sold by Carmen Macri to Peninsular Life Broadcasting Co. for $300,000. Peninsular Life Broadcasting is 80% owned by Peninsular Life Insurance Co. and 20% by Mr. Macri.

▪ WAIR - AM - FM Winston - Salem, N. C.: Sold by J. F. Koons III and group to Holiday Broadcasting Corp. for $246,775. Holiday Broadcasting is headed by John A. Holiday, with Joseph Mullen, chairman of the board. Both own WHYE Roanoke, Va.

Pearse forms own rep firm

Bernard P. Pearse, for 14 years manager of Weed's Detroit office, has announced the formation of his own representative firm, Pearse Sales, effective Aug. 1, with headquarters in that city. Mr. Pearse will continue to represent the full list of Weed radio and television properties in addition to selected other stations in markets not in conflict with Weed.

AB-PT profits rise for first half-year

A favorable and record profit level for American Broadcasting-Paramount Theatres Inc. was reported last week for the first six months of this year by Leonard H. Goldenson, AB-PT president.

Estimated net operating profits in the period totaled $5,694,000, or $1.34 a share compared with $5,653,000 or $1.33 a share in the six months of last year; net profits (including capital gains) were up to $11,843,000 ($2.79 a share) from $6,981,000 (or $1.64 per share). Second quarter net operating profits: 2,269,000 (53 cents a share) compared to last year's $2,317,000 (55 cents per share), and net profits (including capital gains): $4,504,000 ($1.06 a share) compared to $3,601,000 (85 cents a share) in 1960. (Second quarter capital gains came principally from the sale of half of AB-PT's stock holdings of Microwave Assoc. and reduced by a $2 million provision for reserve against foreign investments.)

Revenues from the broadcast operation (ABC-TV and ABC Radio) were up in the first half of the year, while theatres also showed a gain in business. Mr. Goldenson reported continued advances in foreign tv, noting an agreement made to affiliate with a new tv station to be constructed in Panama City (as part of the Central American tv network which AB-PT helped establish last year). Panama is the 11th foreign country where AB-PT has interests in or agreements with tv stations.

Out for a quick one?

Either KBON's announcers are mighty persuasive or radio, *per se*, doesn't realize its own power. It started July 4 when the Omaha station aired an intensive schedule for a local auto dealer. The first announcer advised, "At Ed Mitchell's used car lot, ask for Ken." A second announcer countered, ". . . If Ken is out, see Hans." Back came the first announcer, "If Hans is out, see Marvin." And announcer No. 2 had the topper, "If Marvin's out, steal it!"

Boxscore: Five cars were sold. And evidently Ken, Hans, and Marvin stepped out together. One car was stolen.

Warren J. Boorom, Director of Advertising & Promotion for Metropolitan Broadcasting (Metro-Media Inc.), is resigning from that position to join the Washington Office of Hamilton-Landis and Associates, Inc., effective September 15th.

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RKO General sales group replaces reps

RKO General's radio and tv stations in seven markets will be represented as of Oct. 1 by its own national sales organization in place of the four national reps now serving the stations (CLOSED CIRCUIT, July 31).

Hathaway Watson, vice president in charge of broadcasting of the wholly-owned subsidiary of the General Tire & Rubber Co., who is to announce the move today (Aug. 7), said: "It is our objective to improve our service to advertisers and their agencies. With four fully-staffed offices selling only RKO General stations, we can work more closely with buyers, understand their requirements, and provide detailed information and service to fulfill these requirements."

Offices of the RKO General sales group will be located in the offices of its stations in New York, Chicago, Los Angeles and San Francisco. Additional sales offices may be added later.

Mr. Watson observed that the company's decision to go ahead with plans for its own national sales operation did not stem from dissatisfaction with the existing national rep firms.

The affected companies are: H-R Representatives, Young Television Corp., Robert E. Eastman Co., and Avery-Knodel Inc.

The stations which will be represented by RKO General's national sales arm (no official name has been designated) are: WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; CKLW-AM-FM-TV Windsor-Detroit; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco, and WGMS-AM-FM Washington, D. C.

NABET loses WBT-WBTV poll

Technicians employed by Jefferson Standard Broadcasting Co. at WBT-WBTV (TV) Charlotte, N. C., voted July 27 against representation by the National Assn. of Broadcast Employes & Technicians. The official vote was 23 to 6 against the union (30 eligible to vote). NABET had notified the company April 19 that it represented the WBT-WBTV technicians and asked immediate negotiations. The Charlotte election was conducted by the Winston-Salem, N. C., regional office of the National Labor Relations Board.

EQUIPMENT & ENGINEERING

EMI/US acquires General Communications

PRODUCTS WILL BE INCORPORATED INTO BROADCAST DIV.

EMI/US, electronics subsidiary of Capitol Records, formally took over the manufacturing facilities of General Communications Inc. last Tuesday (Aug. 1). Capitol's expansion in the electronics field through purchase of the Fort Atkinson, Wis., firm for $500,000 had been announced July 28 by Glenn E. Wallichs, Capitol Records president.

Newly acquired company, specializing in solid-state system engineering, becomes the General Communications Div. of EMI/US and will incorporate the products and personnel of the former EMI/US Broadcast Div.

E. D. Peterson, president of General Communications during its 12 years in broadcasting, has accepted a long term management contract with EMI/US.

Among the General Communications products to be integrated into the EMI/US line of tv cameras and associated broadcast equipment are fully-transistorized tv switching equipment, mechanical and electro-mechanical switching devices, solid-state video and pulse distribution equipment, special effects generators, dial monitor systems, picture monitors, custom studio consoles, solid-state power supplies and automation systems.

EMI/US was activated last March for the manufacturing and marketing of a complete line of electronic products in the general communications field, many of which are provided by EMI Ltd. of England, the principal stockholder in Capitol Records. The British firm is one of the world's largest electronics companies and a pioneer in commercial tv.

EMI/US, with manufacturing facilities in Los Angeles and Fort Atkinson, now comprises four divisions: General Communications (formerly Broadcast Div.), Electron Tube, Magnetic Tape and Consumer Products. Executive offices are in Los Angeles and New York.

Vice president in charge of Capitol's electronics activities is Daniel C. Bonbright.

Washington firm plans $120,000 stock sale

A Washington, D. C., firm which plans varied electronic and broadcasting projects filed with the Securities & Exchange Commission to offer 30,000 shares of common stock to the public at $4 per share.

International Telecommunications Consultants Inc. revealed in its registration statement that the company is interested in purchasing and operating radio and tv properties, particularly uhf tv stations, "when the trend toward the use of these frequencies is more discernible and commercially profitable."

In a news release, the company said it is also about to start research on a new low-cost video recording system intended to complement the home tape recorder and expected to sell for under $1,000.

Muntz to export to Japan

Japanese imports may have become a competitive problem for some U. S. radio set manufacturers, but not Muntz Tv Inc., Evanston, Ill. President Wallace A. Keil last week said that for a switch Muntz is going to invade the Japanese market soon with a $100 19-inch set which Muntz will produce in the U. S.

and which will compete with Japanese-made 14-inch sets that sell in Tokyo for $100-150. He said, today's conventional set has 16-18 tubes but by using GE's new three-in-one tubes the new Muntz "Metropolitan" model will have only seven tubes. During the past year Muntz sold 65,000 tv sets, Mr. Keil said, and is shooting for 180,000 sets a year by 1965.

Stereo fm session set for WESCON

More than 35,000 engineers, scientists and executives of the electronic industry are expected to attend the 1961 Western Electronic Show & Convention to be held Aug. 22-25 at the Cow Palace in San Francisco. In addition to the largest display of new electronic products and components in some 1,200 booths, the four-day meeting will encompass 123 formal papers, to be presented in 41 sessions. The meeting is presented under the joint auspices of the Western Electronics Manufacturers Assn. and the western chapters of the Institute of Radio Engineers.

Of interest to broadcasters will be the session on stereophonic fm broadcasting, to be held Wednesday morning (Aug. 23). Harold Kassens, chief, aural existing facilities branch, FCC's broadcast facilities division, will open the session with a report on the new standards for stereophonic broadcasting. D. R. von Recklinghausen of H. H. Scott Inc. will discuss stereophonic fm receivers and adapters. James Gabbert, co-manager, KPEN (FM) San Francisco, will speak on converting fm broadcasting stations for stereo transmission. R. A. Isberg, U. of California, is session chairman.

Among the sessions is one in a new field for WESCON, that of coherent optical emission, with one paper describing the use of the ruby optical maser as an amplifier of light, rather than just as a generator. A special evening session will deal with the technical, military, politico-economic and psychological aspects of arms control.

Prodelin names Ameco

Prodelin Inc., Kearny, N. J., entering the community antenna television market, has named Ameco, a division of Antennavision Inc., Phoenix, Ariz., as exclusive catv products distributor, including Prodelin's newly developed coaxial transmission line. Tradenamed Spir-O-foam, the 75-ohm, polyethylene-foam, aluminum-sheathed, semiflexible cable is available in ⅜-inch and ½-inch sizes.

25% of electronic sales, employment in the West

The 11 western states this year will account for just under 25% of the nation's electronic sales and employment, Phillip L. Gundy, vice president of Ampex Corp. and president of the Western Electronic Manufacturers Assn., said last week.

Reporting on a WEMA survey based on reports of the trade association's 320 member companies, Mr. Gundy said that projected sales of electronic equipment and components in the West for 1961 should reach a new high of $2.815 billion, 24.9% of the anticipated national electronic sales total of $11.3 billion. For 1960, the Western total was $2.465 billion out of a national total of $10.2 billion and for 1959 the West did $2.11 billion in electronic sales out of $9.4 billion for the nation. Electronic employment has kept pace with sales, the report stated, rising in the West from 160,000 in 1959 (out of 750,000 nationally) to 190,000 in 1960 (out of 825,000 nationally) and to 215,000 in 1961 (out of 875,000 nationally). These totals do not include broadcast, service and distribution revenues, Mr. Gundy explained.

WFBC-TV DOMINATES 42nd* MARKET

Greenville – Spartanburg – Asheville

In this Giant 42nd Market* . . . with more than 2-million people, $2.8-billion incomes, and $1.8-billion retail sales, WFBC-TV continues its dominance of the television audience, according to A.R.B. for June 1961.

**According to Television Magazine, Dec. 1960 Population, Incomes and Retail Sales from Sales Management, May 10, 1961.*

"The Giant of Southern Skies"

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

sold by AVERY-KNODEL

From 9:00 A.M. to Midnight
Sunday through Saturday

WFBC-TV Leads . . .

Sta. "B" by 74% in Metro. Share
Sta. "C" by 65% in Metro. Share

Sta. "B" by 27% in Total Homes
Sta. "C" by 86% in Total Homes

From A.R.B. for June 1961

BROADCAST ADVERTISING

William P. Gordon, account executive, Dancer-Fitzgerald-Sample, N. Y., elected vp. Mr. Gordon joined agency in 1956 as assistant account executive and before that was marketing analyst for Grocery Mfrs. of America.

Mr. Webber

Mr. Schachte

Harold H. Webber, vp and director of Cowles Magazines & Broadcasting Inc., and formerly executive vp of Foote, Cone & Belding, elected consumer relations vp of Lever Bros. Mr. Webber will take over duties of **Henry Schachte,** who is resigning as executive vp to join parent Unilever Ltd., London, as member of management committee of Unilever Marketing Div.

Ross Barrett, executive vp, Foster & Kleiser Div., Metromedia Inc., San Francisco, elected president of division.

John Herdegen, member of special creative unit, Geyer, Morey, Madden & Ballard, New York, elected vp.

Jaye S. Niefeld, marketing director of Clinton E. Frank agency, Chicago, since last November, elected vp. He formerly was director of research and media at Keyes, Madden & Jones there.

D. C. Cronin, director of field marketing for D'Arcy Adv., appointed vp in charge of client relations for Lynch Adv., St. Louis.

Seaborn C. Langley Jr., formerly southeastern trade relations representative, *Saturday Evening Post,* Atlanta, appointed account executive, Harvey-Massengale, that city, division of Street & Finney, New York, advertising agency.

Richard J. Maylander, formerly account executive, Benton & Bowles, New York, joins BBDO, that city, in same capacity and on Pepsi-Cola Co. account.

George W. T. Mingels, traffic department, Young & Rubicam, New York, named assistant manager.

Robert H. Wesson and **Roger Bye** appointed vps of Miller, Mackay, Hoeck & Hartung, Seattle, Wash., advertising agency. Mr. Wesson, who has been media director is newly assigned as vp-media director. Mr. Bye, who was copy chief, was named vp-copy director.

Cliff Brown, head of Palm Springs, Calif., office of McFadden & Eddy Assoc., pr firm, elected vp.

G. B. Work Jr., joins Zimmer, Keller & Calvert, Detroit advertising agency, as media coordinator.

James V. Ficco Jr., advertising editor for West Penn Power Co., Greensburg, Pa., joins Bachman, Kelly & Trautman, Pittsburgh pr and advertising agency, as account supervisor.

Mr. Casey

Thomas A. Casey, formerly executive vp and director of marketing services of Lilienfeld & Co., to Needham, Louis & Brorby, Chicago, as vp and director of marketing department replacing **Walter W. Stumpe,** who has become account executive. Mr. Casey also will be member of NL&B plans board. Earlier he was with Tatham-Laird, Chicago, and Knox-Reeves, Minneapolis. Mr. Stumpe was elected vp in 1959.

John L. Grayhurst, formerly account executive for Donahue & Coe, N. Y., joins Lambert & Feasley, that city, in same capacity.

David Carew, formerly with West Bend Outboard Motors, joins Aubrey, Finlay, Marley & Hodgson, Chicago advertising agency as copywriter. **Charles Calkins,** creative director of Beals Adv., **Lennart Carlson,** assistant retail ad manager of John Plain & Co., and **Donald Wink,** copywriter at Buchen Adv., also named copywriters.

Robert E. Kahl, executive vp in charge of marketing, sales and distribution, Borden Foods Co., New York, appointed director of newly-established marketing services department, The Borden Co., that city.

Richard Feldman joins Doyle Dane Bernbach, New York, as tv producer. He formerly was director of NBC's *Bell Telephone Hour,* and also directed CBS-TV special *Art Carney Meets Peter and the Wolf.*

Max Glandbard, formerly tv producer, Kenyon & Eckhardt, New York, joins North Adv., that city, as tv producer-writer.

Charles Robinson, representative for Harold & Cabot Adv., Boston, rejoins N. W. Ayer & Son, New York, in same capacity. Mr. Robinson served as representative in Ayer's Chicago office.

Jon Ross, account supervisor at Tilds & Cantz, Los Angeles, and **Joe Seideman,** account executive at KTTV (TV), that city, are opening their own advertising agency, Ross & Seideman, Aug. 1 at 17000 Ventura Blvd., Los Angeles.

THE MEDIA

Tom Paris, manager of WVIP Mt. Kisco, N. Y., named general manager of VIP Radio Inc. (parent company) to coordinate sales between Northern Westchester station and its affiliate WVOX New Rochelle, N. Y. **Spencer Denison,** president and general manager of WBRM Big Rabbit, Mich., succeeds Mr. Paris.

Douglas P. Collins appointed general manager of WCMW Canton, Ohio. **Clark Dozer,** who has been manager of station for past 12 years, named station manager under new ownership. Mr. Collins, executive vp of Douglas Properties Corp., now licensee of station, has served with stations in Youngstown, Ohio, and Syracuse, N. Y.

Dick Barrett, sales manager of WMFT Terre Haute, Ind., appointed general manager replacing **Dick Beiser,** resigned.

Richard K. Fife, manager of KLIX Twin Falls, Idaho, appointed station manager of KGHF Pueblo, Colo.

CHEVROLET BUYS MORE COLOR TV

This Fall Chevrolet through Campbell-Ewald will sponsor "Bonanza" on Sunday nights. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

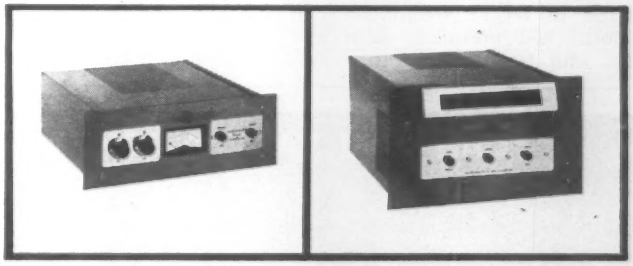
Portrait of 6 announcers at work

Yes . . . six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. Formerly distributed exclusively by Collins Radio Company, there are more than 4,000 units being used daily in over 600 radio and TV stations and the major networks. The ATC system gives you maximum use of staff voices with only one man on duty. It records spots, programs, special effects, music . . . anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, presses a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage. On all ATC units, there is a provision for a second auxiliary control tone which can be used to automatically start other equipment. And, ATC gives you true fidelity in reproduction with a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE

ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.

ATC is made by the originator and largest manufacturer of automatic tape control equipment . . . more than 4,000 units in use in over 600 radio and TV stations.



Recording amplifier **Playback unit**

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 106 • Bloomington, Illinois

Harold W. Gore, sales manager of WWNY Watertown, appointed station manager of WRVM Rochester, both New York. **Gerald Irvine,** announcer with WOTT Watertown, named program director of WRVM.

Catherine Peden, vp and general manager of WHOP Hopkinsville, Ky., elected president of National Federation of Business & Professional Women's Clubs.

Mr. Reuben

Art Reuben, commercial manager and assistant general manager of KPLC - TV Lake Charles, La., named national advertising manager of T. B. Lankford Stations which include KALB-AM - TV Alexandria; KPLC-AM-TV Lake Charles, and KRMD Shreveport, all Louisiana.

Otis Dodge, commercial manager of WJLD Homewood, Ala., appointed general manager of Johnston Broadcasting Co., owners and operators of WJLD as well as WJLN Birmingham, Ala., and WDEB Pensacola, Fla.

Charles Dwyer, formerly general sales manager, WKRC-TV Cincinnati, appointed sales manager, ABC International TV, New York.

Martin S. Pollins, account executive for NBC Spot Sales, joins newly-formed ABC-TV National Station Sales, in New York office in similar capacity.

Keith Miller, station relations representative of SESAC in Pacific Northwest, appointed general sales manager of KTNT-TV Seattle-Tacoma, Wash. **Herchel Carey,** with KTNT for past two years, promoted to national sales manager.

Kenneth H. Goldblatt appointed sales manager of WQXI Atlanta, Ga. Mr. Goldblatt had previously been associated with Headley-Reed (now Bolling) in radio sales department.

Fred Webb, manager of WNOO Chattanooga, Tenn., appointed national sales manager for Walton radio chain which includes KJET Beaumont, Tex., KMLB Monroe, La., and WNOO.

Jack Havey, promotion manager for WGAN-TV Portland, Me., appointed national sales manager. **Robert W. Jennings,** manager of local sales department, named regional sales manager and **Richard E. Bates,** director of sales, assigned to manage new marketing and sales development department.

Richard Holloway, general sales manager of WMFY-TV Greensboro, N. C., appointed regional sales manager of WLOS-TV Asheville, N. C. He succeeds **Tom Burkhart** who joins WTVJ (TV) Miami as assistant national sales manager. WLOS-TV and WTVJ (TV) are owned by Wometco Enterprises.

Francis H. Conway appointed director of sales for WGBI and WDAU-TV Scranton, Pa. **Thomas J. Jones** named sales service and merchandising manager for WGBI. He will continue as sales service manager for tv outlet.

Dwight L. Case, sales manager of KQBY San Francisco, named sales manager of The Gordon Group of stations (KBUZ-AM-FM Phoenix, KSDO San Diego and KQBY-AM-FM San Francisco which has gone off air pending FCC approval of its sale to Atlass Broadcasting [BROADCASTING, July 24]). He will headquarter at KBUZ. **Richard Venturino,** national program director of The Gordon Stations, moved from KQBY to KSDO San Diego and **John Miles,** announcer, from KQBY to KBUZ. **Roy Gadenby,** returned to this country from his native England, has rejoined The Gordon Group as comptroller.

Paul A. Minor, account executive, Transfilm-Caravel, N. Y., elected vp.

Andrew Potos appointed account executive of WITI-TV Milwaukee, Wis.

Ron Beaton, account executive for KDAY Santa Monica, Calif., joins KIEV Glendale, Calif., in similar position.

Leonard C. Feldman, member of NBC research department, joins New York office of Harrington, Righter & Parsons, as research director. **Willis W. Ingersoll,** formerly with The Katz Agency, appointed account executive.

Mr. Harper

George Harper appointed vp and general manager of NBC-Canada Ltd. Mr. Harper was network and regional representative for California National Productions, Chicago, for last five years. He was formerly resident export representative for Libby, McNeill & Libby, food products, in Bermuda and Puerto Rico from 1950 to 1956. NBC-Canada Ltd. is subsidiary of NBC, with headquarters in Toronto. It serves as distributor and producer of tv programs in Canada.

Ronald P. Hoss, member of sales service department of Hawaiian Broadcasting System Ltd., appointed director of promotion and merchandising for system. HBS stations include KGMB-AM - TV Honolulu; KHBC - AM - TV Hilo; KMAU-TV Wailuku and K70BW Limue.

Donald W. Craig, sales promotion manager of WJR Detroit since 1959 and before that sales promotion manager of DeSoto Div. of Chrysler Corp., promoted to new combined post of pr and promotion manager of WJR effective Aug. 7. **George R. Kendall,** pr director, earlier was named news editor replacing **William Sheehan,** who resigned to join news staff of ABC-TV in New York (FATES & FORTUNES, July 24). **Robert A. Habermas,** formerly sales promotion manager of Walker & Co., joins WJR sales staff.

Sheldon Saltman, assistant promotion manager of WBZ-TV Boston, appointed promotion manager of WJW-TV Cleveland.

Arthur Elliott, production manager for KXTV (TV) Sacramento, appointed program and operations director of KOTV (TV) Tulsa, Okla.

Eugene W. Wilkin, account executive, tv sales department, WGAN-TV Portland, Me., named assistant program director.

Ed Moser, assistant in continuity department of WICS (TV) Springfield, Ill., appointed traffic manager.

CAN YOU TAKE A JOKE??

Well, then I must confess that it's not exactly yours for the *taking*, but I DO offer—at reasonable rates—a weekly script service consisting of stories, satires, humorous comments on the passing scene—10 separate pieces of various length, designed to put the light touch to your programming. It's the kind of material which, for the past ten years has stood this country boy in good stead in the big city. It would, of course, be EXCLUSIVE to you within your coverage area!

If interested—and I hope you are—write for sample script and details to:

JACK STERLING

BARBTON, INC.

485 Madison Ave., New York 22, N. Y.

Eleanor B. Machia, account executive and special accounts consultant of KJIM Ft. Worth, Tex., appointed commercial manager.

Louis Bryant, member of sales staff of WSAZ Huntington, W. Va., appointed commercial manager.

Jess Meltzer appointed music director of WTCN Minneapolis, Minn.

Ken Warren, member of news staff of KPHO-AM-TV Phoenix, Ariz., named automotive editor for stations. He will replace **Earl Clayton** who resigned. **Richard S. Vick** joins announcing staff of KPHO (AM).

Vince Lindner, member of news staff of WNTA-AM-FM Newark, N. J., appointed director of news and public affairs.

Jack Ware, returns to KOOL-TV Phoenix, Ariz., as news director. For past 18 months he operated his own advertising agency.

Frank Kinsman, news editor of WCOL Columbus, Ohio, appointed news editor of WKMH Dearborn, Mich.

Frank Bourgholtzer, since 1958 NBC News correspondent at State Dept. in Washington, assigned to Moscow as correspondent. He will replace **John Chancellor,** who has become host of NBC-TV's *Today* show.

John Madigan, assistant managing editor and city editor of *Chicago American* joins WBBM-TV Chicago as news commentator-analyst. For many years he was regular panelist on CBS-TV's *Face the Nation.*

Donald Heath, Mutual network's San Francisco bureau chief and former news director for KQBY, that city, joins KRON-TV San Francisco as newscaster.

Paul Kelley Jr., account executive for WESX Salem, Mass., appointed sales manager of WTAO Cambridge, Mass.

Thomas J. Brown, formerly tv sales account executive, Headley-Reed (now Bolling), New York, joins radio sales staff, Avery-Knodel, that city.

Phillips Clark, formerly of Kenyon & Eckhardt, New York, joins WVOX New Rochelle, N. Y., sales staff. Other WVOX additions: **Priscilla Ball,** formerly executive director, United Cerebral Palsy Fund, Tampa, Fla., named traffic manager; **William Johnston,** formerly with WPEG Winston-Salem, N. C., as announcer, and **Henry Lienau,** WVIP Mt. Kisco, N. Y., as news director.

Ray Lane joins announcing staff of WJBK-TV Detroit.

Richard B. Hammer, formerly with KBOX Dallas and WBBM Chicago, to sales staff of WGN Chicago.

PROGRAMMING

Mr. Gerber

Mr. Estey

Dave Gerter appointed vp of GAC-TV, newly re-formed broadcast packaging and creative programming division of General Artists Corp. (BROADCASTING, July 31), nation's third largest talent agency. Mr. Gerber resigned as tv director in New York branch of another talent agency, Famous Artists Corp., to take his new assignment. While at Famous Artists, he helped develop *Tightrope* (CBS), *The Tab Hunter Show* (NBC), and next season's *Straightaway* (ABC).

GAC-TV also appointed **Don Estey** as executive assistant to Don W. Sharpe, senior executive director of GAC and president of GAC-TV. Mr. Estey, who formerly was vp and producer for Jack Denove Productions, Hollywood, will work directly with Mr. Sharpe in creation and development of tv series, packages and special programs.

James H. Knox, formerly executive assistant to board chairman, National Telefilm Assoc., New York, named director of program sales, Greenwich Productions, that city, producers of package and syndicate programs as well as tv industrial commercials.

Joseph B. Rodriguez, art director for Ed Bearden Studio in Dallas, appointed assistant art director of Keitz & Herndon, Dallas, producer of business motion pictures and tv commercials.

Norman Cooke, RCA Victor engineer in charge of installation and maintenance of recording and mastering facilities in Los Angeles studio, joins The Pacific Network, as chief engineer. His duties will include project engineering and development work on Muzak sound distribution systems in Los Angeles area.

Raymond W. Van Steen, production supervisor for Station Services Ltd., Peoria, Ill., resigns. Firm produces programming, promotional and sales aids for radio stations.

William Persky and **Sam Denoff,** formerly of WNEW New York, join *Steve Allen Show* as staff writers.

EQUIPMENT & ENGINEERING

John Graham, division vp and general manager, communications & controls division, Industrial Electronic Products, New York, appointed to newly-created post of division vp, operations, RCA electronic data processing division. Mr. Graham will be responsible for commercial systems operations, data communications, custom projects and industrial computer systems.

Lowell R. Day, secretary-treasurer and member, board of directors, Packard Bell Electronics, Los Angeles, manufacturers of radio-tv and high fidelity equipment, appointed to newly-created post of executive vp. **Leroy E. Lattin,** president, General Telephone Co. of California, elected member, board of directors.

George A. Bradford, consultant, advertising and sales promotion in marketing services, General Electric Co., Syracuse, N. Y., named director of newly-established marketing operation, radio & television division, GE, that city. Mr. Bradford will be responsible for five functions including division advertising, distribution planning (both domestic and international), export sales project, and industrial design and press relations. In 1950 he was appointed advertising manager, tube department, GE, Schenectady, in 1955 he joined

"TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

Compton Adv., New York, as vp. Mr. Bradford rejoined GE in 1956 as consultant on advertising and sales promotion in marketing services. Three product departments are organized as General Electric's radio & television division: audio products section, Decatur; radio receiver department, Utica, and television receiver department, Syracuse.

Clarence E. Watson, formerly with Remington Rand Univac Div., Sperry Rand Corp., N. Y., appointed vp, business administration of CBS Labs., Stamford, Conn.

Richard F. O'Brion, supervisor of eastern sales for Ampex Corp., appointed to new post of manager of audio equipment sales for company. He will continue to headquarter in New York.

Richard H. Vaughan appointed New England sales manager of Audio Devices, New York, manufacturer of magnetic tapes for electronic computers, instrumentation and sound recording.

Elmer Thomas, manager of research and development laboratory for Page Communications Engineers, Washington, appointed assistant director of research and development.

Hugh Christian, chief engineer and assistant to general manager of Diamond Power Specialty Corp., appointed administrative engineering assistant of Electron Corp., subsidiary of Ling-Temco Electronics, Richardson, Tex. Electron manufactures low-cost tv systems.

George R. Freifeld named mid-Atlantic sales manager of new Washington, D. C., sales office of Audio Devices Inc., New York, manufacturer of magnetic tapes.

William H. Smith, Allied Film Lab, Detroit, elected chairman, newly-organized Detroit section, Society of Motion Picture & Television Engineers. **James W. Bostwick,** manager, Motion Picture & Slide Films, General Motors Corp., named secretary-treasurer.

INTERNATIONAL

Jack L. Sayers, manager of CFUN Vancouver, appointed general sales manager of CKEY Toronto. **Harvey M. Clarke,** promotion supervisor for CFPL London, Ont., appointed promotion and research manager.

W. Gordon Tiffin, advertising manager for Current Publications Ltd., appointed account executive for CTV Television Network Ltd., Toronto. **E. H. Hausmann,** associate editor of *Canadian Sponsor,* appointed to network's advertising department.

Jacques Brunelle, formerly with *Weekend* magazine, named sales manager of CKTM-TV Three Rivers, Que.

Melanie Paul, formerly with creative writing department of CFCF-TV Montreal, joins creative department of CKGM, that city. **Martin Sullivan,** previously with *Time* magazine, appointed to special events department of CKGM. **Weldon Glaser,** previously with CFCF, named to sports department.

John J. Dunn, representative of Canadian Broadcasting Corp. at United Nations, appointed director for Ottawa, Ont., area of CBC, replacing **Peter A. Meggs** who has resigned to enter Anglican priesthood. **Robert W. McGall,** supervisor of variety programs of CBC, Toronto, Ont., appointed supervisor of outside broadcasts. **Leonard J. Starmer,** supervisor of light entertainment for CBC-TV named supervisor of variety programs. **Robert Allen,** supervising producer of special programs of CBC, Toronto, promoted to supervising producer of tv drama. **William Bolt,** supervising producer of tv features named to supervising producer of tv news. **Peter Russell** appointed to supervising producer of tv light entertainment, and **Larry Gosnel,** formerly with National Film Board, Montreal, Que., to farms and fisheries broadcast department of CBC in Toronto.

ALLIED FIELDS

Elliot H. Cole, attorney with FCC Complaints Branch, resigns to join law offices of Charles P. Liff, Washington.

DEATHS

Lewis M. Glassner, 48, president of Glassner Assoc., Chicago pr firm, died July 29 during trip to New York.

Mike Wren, 50, former radio news writer in New York City and London drowned in Kanawha River in Charleston, W. Va. He was victim of flash flood which in past week had taken 22 other lives.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 26 through Aug. 2. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

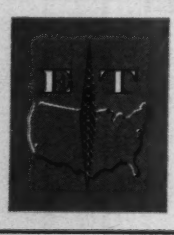
New tv stations

ACTIONS BY FCC

Montgomery, Ala.—First Alabama Corp. Granted uhf ch. 32 (578-584 mc); ERP 233.4 kw vis., 116.7 kw aur.; ant. height above average terrain 473 ft., above ground 419 ft. Estimated construction cost $200,561, first year operating cost $128,750, revenue $146,000. P.O. address 1007 Barringer Bldg., Columbia, S. C. Studio location near Montgomery. Transmitter location near Montgomery. Geographic coordinates 32° 21′ 39″ N. Lat., 86° 12′ 50″ W. Long. Transmitter RCA TTU-12A, antenna RCA TTU-24. Legal counsel Spear, Hill & Greeley, Washington 5, D. C. Consulting engineer Carl L. Kowalski. Principals include **Geddings H. Crawford, Jr., Phil E. Pearce, Hugh M. Chapman, John W. Huggins, Richard Keenan,** and **Edwin H. Cooper** (all 14.29%). Mr. Crawford has investment banking interests. Mr. Keenan has petroleum transportation interests. Mr. Cooper is in real estate. Action July 26.

San Bernardino, Calif.—Norman H. Rogers. Granted uhf ch. 18 (494-500 mc); ERP 960 w vis., 480 w aur.; ant. height above average terrain 315 ft., above ground 102.5 ft. Estimated construction cost $39,500, first year operating cost $102,000, revenue $128,000. P.O. address 646 N. D St. Studio location 12305 LaCadena Drive, Colton, Calif. Trans. location LaLoma Hill, Colton. Geographic coordinates 34° 01′ 51″ N. Lat.,

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

117° 20′ 27″ W. Long. Trans. Electron V-2050C, ant. FCA TFU 12BL. Mr. Rogers owns advertising agency and has half interest in KRNO San Bernardino. Action July 26.

New am stations

ACTIONS BY FCC

Stanford, Ky.—Lincoln-Garrard Bcstg. Co. Granted 1520 kc, 500 w D. P.O. address S.C. Bybee, Columbia, Ky. Estimated construction cost $21,500, first year operating cost $30,000, revenue $40,000. Applicants are **S. C. Bybee, Lanier Burchett, Ray Doss** and **W. G. Morgan,** 25% each. Messrs. Bybee, Burchett and Doss have interests in WAIN Columbia, Ky. Mr. Morgan is in banking. Action July 26.

Salem, Ore.—Salem Bcstrs. Granted 1220 kc, 1 kw D. P.O. address Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $32,350, first year operating cost $60,000, revenue $78,000. Principals are **Reid W. Dennis,** 50%, **Diana Redington** and **Genevieve deDampierre Casey,** 25% each. Mr. Dennis is in manufacturing and insurance. Action July 26.

Beaufort, S. C.—Sea Island Bcstg. Co. Granted 1490 kc, 100 w unl. P.O. address Box 50. Estimated construction cost $8,749, first year operating cost $24,500, revenue $38,000. Applicants are **Lee J. Berry** (35%), **T. D. Hiers** (35%), **Edwin W. Pike, Jr.** (15%) and others. Messrs. Berry and Hiers are partners in real estate development, and Mr. Pike is manager of loan business. Action July 26.

APPLICATIONS

Springdale, Ark.—Autus Johnson. 1590 kc; 500 w D. P.O. address Route 2, Springdale. Estimated construction cost $15,393.82; first year operating cost $25,704; revenue $34,000. **Autus Johnson,** sole owner, owns building and general carpentry contracting business. Ann. July 31.

Greenville, Ky.—Greenville Bcstg. Co. 1600 kc; 500 w D. P.O. address box 170 Greenville. Estimated construction cost $15,100; first year operating cost $40,000; revenue $46,000. Principals: **Charles P. Stovall Sr. and Jr.** (each 50%). Mr. Stovall Sr. owns 50% of gasoline and fuel oil distribution firm; Mr. Stovall Jr. is announcer for WCLK Scottsville, and has been program director for WNES Central City, both Kentucky. Ann. July 31.

Existing am stations

WJBB Haleyville, Ala.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WBHP Huntsville, Ala.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WCNH Quincy, Fla.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action July 26.

WOKS Columbus, Ga.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering condition. Action July 26.

WGAA Cedartown, Ga.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not to be commenced until decision has been reached in proceeding on applications of WAKE Atlanta, Ga., and WBAC Cleveland, Ohio, and in event WAKE and WBAC applications are granted, WGAA not to commence program tests until WAKE and WBAC are similarly authorized. Action July 26.

KNDE Aztec, N. M.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w. Action July 26.

APPLICATION

WKTQ South Paris, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 31.

CALL LETTERS ASSIGNED

WSHF Sheffield, Ala.—Sheffield Bcstg. Co.

KVRE Santa Rosa, Calif.—Santa Rosa Bcstg. Co.; changed from KSNA.

WUNE Baton Rouge, La.—James A. Noe.

WSAO Sanatobia, Miss.—Northwest Mississippi Bcstg. Co.

KBLR Bolivar, Mo.—Shepherd of the Hills Bcstg. Co.

KTSL Burnet, Tex.—Land of Lake Radio.

WPMH Portsmouth, Va.—D. D. Cameron.

New fm stations

ACTIONS BY FCC

Jasper, Ala.—Bankhead Bcstg. Co. Granted 102.5 mc, 29 kw. Ant. height above average terrain 315 ft. P.O. address box 622. Estimated construction cost $29,541, first year operating cost $5,000, revenue $9,000. Group headed by **Walter Will Bankhead,** 80.4% chairman. Action July 26.

Tuscumbia, Ala.—Elton H. Darby. Granted 100.3 mc; 3.07 kw. Ant. height above average terrain 84 ft. Estimated construction cost $10,000; first year operating cost $20,000; revenue $15,000. **Elton H. Darby,** sole owner, is licensee of WVNA Tuscumbia. Action July 26.

Albany, N. Y.—Capital Cities Bcstg. Corp. Granted 95.5 mc; 20 kw. Ant. height above average terrain 279 ft. P.O. address box 10, Albany. Estimated construction cost $20,609; first year operating cost $2,400. Applicant corporation is licensee of WROW and WTEN (TV) Albany; WPRO-AM-FM-TV Providence, R. I., WTVD (TV) Durham, N. C., WCDC (TV) Adams, Mass. Action July 26.

Canton, Ohio—Christian Bcstg. Assn. Granted 98.1 mc, 37 kw. Ant. height above average terrain 500 ft. P.O. address Box 56. Estimated construction cost $46,682, first year operating cost $32,000, revenue $40,000. Principals are **Edwin M.** and **Jack M. Mortenson, Hayward McKnight, J. Stewart Brinsfield** and **George H. Ohman** (20% each). Messers. Mortenson are ministers with equal partnership in religious record library. Mr. McKnight is minister as is Mr. Brinsfield. Mr. Ohman owns religious book store. Action July 26.

ACTIONS BY BROADCAST BUREAU

[EDITOR'S NOTE: These are first cps for new stations granted by Broadcast Bureau under delegated authority allowing it to act upon uncontested applications not involving departures from rules (BROADCASTING, July 10).]

Charlotte, N. C.—WIST Inc. Granted 95.1 mc; 25.5 kw unl. Ant. height above average terrain 265 ft. P.O. address 112 S. Tryon St. Estimated construction cost $22,415; first year operating cost $5,000; revenue $3,000. **Henderson Belk,** sole owner of WIST Inc., is licensee of WORD Spartanburg and has owned WGUS North Augusta, both South Carolina. Action July 28.

Westport, Conn.—Westport Bcstg. Co. Granted 107.9 mc; 5.229 kw. Ant. height above average terrain 79 ft. P.O. address box 511, Westport. Estimated construction cost $16,280; first year operating cost $10,000; revenue $10,000. Sole stockholder is **Donald Flamm;** applicant corporation is license of WMMM Westport. Action July 28.

Whiteville, N. C.—Whiteville Bcstg. Co. Granted 99.1 mc; 7.5 kw unl. Ant. height above average terrain 158 ft. P.O. address box 700. Estimated construction cost $16,800; first year operating cost $5,475; revenue $10,950. Principals are **James C. High** (40%), **Lee Braxton, W. Crowell Black** and **J. Herman Leder** (each 20%), who own similar interests in WENC Whiteville. Action July 28.

Richmond, Va.—Professional Bcstg. Inc. Granted 103.7 mc; 74 kw. Ant. height above average terrain 440 ft. P.O. address 1003 Electric Bldg., 7th & Franklin Sts., Richmond. Estimated construction cost $49,285, first year operating cost $41,750, revenue $48,000. Principals are **Joseph T. Byrne** (19.2%), **Wm. F. Grigg, Jr.** (19.2%), **Wm. T. Moore** (23.2%), **Charles A. Bosher** (19.2%), and **Wilfred A. Jarvis** (19.2%). Messrs. Byrne, Grigg, and Moore are doctors. Dr. Moore owns two farms and has stock in two medical buildings. Action July 28.

APPLICATIONS

Hartford, Conn.—Tele-Bcstrs. of Connecticut Inc. 97.9 mc; 20 kw. Ant. height above average terrain 54 ft. P.O. address 410 Asylum St., Hartford. Estimated construction cost $22,932; first year operating cost $15,000; revenue $15,000. Applicant corporation is licensee of WPOP Hartford. Ann. Aug. 2.

Boca Raton, Fla.—John N. Traxler, Alvera M. Traxler. 102.5 mc; 27 kw. Ant. height above average terrain 223.9 ft. P.O. address 1226 N. E. 18th St., Fort Lauderdale, Fla. Estimated construction cost $39,950; first year operating cost $41,000; revenue $48,000. Principals: **John N. Traxler, Alvera M. Traxler** (each 50%). Mr. Traxler is sales representative and promoter; Mrs. Traxler is interior decorator. Ann. Aug. 2.

Edmond, Okla.—William Haydon Payne. 97.7 mc; 410 w. Ant. height above average terrain 126 ft. P.O. address 1305 South Blvd., Edmond. Estimated construction cost $4,845; first year operating cost $10,500; revenue $24,000. **William H. Payne,** sole owner, is electronics engineer for Federal Aviation Agency. Ann. Aug. 2.

Norfolk, Va.—Christian Bcstg. Network Inc. 104.5 mc; 11.556 kw unl. Ant. height above average terrain 70.2 ft. P.O. address 1318 Sprately St., Portsmouth, Va. Estimated construction cost $500; first year operating cost $8,640; revenue $12,000. Applicant is non-profit religious organization. Ann. July 31.

Existing fm stations

CALL LETTERS ASSIGNED

KCLB(FM) Carlsbad, Calif.—Lawrence W. Felt.

KQNK-FM Lafayette, La. — Lafayette Bcstg. Inc.

Ownership changes

ACTIONS BY FCC

WKNB New Britain, Conn.—Granted assignment of cp and licenses to Hartford County Bcstg. Corp. (Louis A. Sodokoff); consideration $270,000. Action July 26.

WBOC-AM-TV Salisbury, Md.—Granted assignment of licenses to WBOC Inc. (The A. S. Abell Co., licensee of WMAR-TV Baltimore); consideration $1,211,246 and agreement not to compete in radio and tv broadcasting for five years within 50 miles from boundary of Salisbury. Action July 26.

WJAN Ishpeming, Mich.—Granted assignment of license to WJAN Inc. (Jas. J. Beloungy, president, has minority interest in KLFD Litchfield, Minn., which he proposes to dispose of); consideration $50,000 and agreement not to compete in radio broadcasting for 2 years within 90 miles of Ishpeming. Action July 26.

WJON St. Cloud, Minn.—Granted transfer of control from John P. and Mariam E. Haerle, W. T. and Mary Leone Comstock to WJON Bcstg. Co. (Richard K. Power, president, has interest in WAVN Stillwater, and WCMP Pine City, Minn.; and H. N. Cardozo Jr., owns KATE Albert Lea, Minn.); consideration $150,000 and agreement not to compete in radio broadcasting in same area for five years. Action July 26.

KWRE Warrenton, Mo.—Granted assignment of cp and licenses to Glenayre Bcstg. Co. (Harry H. Coon, president); consideration $120,000. Action July 26.

KRNY Kearney, Neb.—Granted assignment of license to Bi-States Company (KHOL-FM-TV Kearney, and KHPL-TV, Hayes Center); consideration $62,505. Action July 26.

KSWS Roswell, N. M.—Granted assignment of license to John Burroughs (has interest in KENM Portales, KRZE Farmington, both N. M., and KMUL Muleshoe, Tex.); consideration $90,000. Action July 26.

WKAL Rome, N. Y.—Granted assignment of license to Maurer Bcstg. Corp. (Jackson Maurer, president); consideration $97,000 and $30,100 to assignor for advisory and consultant services and agreement not to compete within station's service area for 7 years. Action July 26.

WMLP Milton, Pa.—Granted transfer of control from John S. and Harriett D. Booth to Victor A. Michael (has interest in WTTC-AM-FM, Towanda), Joseph F. Kesnow and Stanley F. Kiersznowski; consideration $125,000. Action July 26.

WJIG Tullahoma, Tenn.—Granted assignment of license to Edwin B. Jordan, tr/as Jordan Bcstg. Co. (Mr. Jordan has 50% interest in WRCD Dalton, Ga., which he proposes to sell to other 50% stockholder); consideration $95,000. Action July 26.

KZZN Littlefield, Tex.—Granted assignment of license to Gerald H. Sanders (has interest in KSEL Lubbock); consideration $125,000, conditioned that assignment not be consummated until Mr. Sanders disposes of his interest in KSEL. Action July 26.

KSEL Lubbock, Tex.—Granted assignment of license to McAlister Bcstg. Corp. (R. B. McAlister, president, owns KZZN Littlefield, KBYG Big Spring); consideration $450,000. Action July 26.

WCWC Ripon, Wis.—Granted assignment of license to Greycote Inc. (Arlow D. Bice Jr., president); consideration $166,000. Action July 26.

APPLICATIONS

WMGY Montgomery, Ala.—Seeks transfer of 25% of stock in **Radio Montgomery Inc.** from **Joe Scott** to **C. A. McClure,** present owner of 48.3%; consideration $3,000 ($100

per share). Ann. July 31.

KAPR Douglas, Ariz.—Seeks assignment of license from **Copper State Enterprises** to **William** and **Katherine Mende** (50% each) for $60,000. Mr. Mende has been promotion manager of WESO Southbridge, Mass.; Mrs. Mende is housewife. Ann. July 31.

KAKA Wickensburg, Ariz.—Seeks assignment of license from **Paul Mullenix** and **Mamie E. Gander** d/b as **Wickensburg Radio Co.**, to **Wickensburg Bcstg. Inc.**; same principals; no financial consideration involved. Ann. July 31.

WGSB Geneva, Ill.—Seeks assignment of cp from **Ralph T. Buehlman** and **Walter F. Myers** (each 50%), d/b as **Fox Valley Bcstg. Co., to Fox Valley Bcstg. Corp.**, consisting of **Messrs. Buehlman** and **Myers** and **Logansport Bcstg. Corp.** (each one-third interest); consideration from each principal $10,000 for stock in assignee corporation and $10,000 as loan to corporation. Logansport Bcstg. Corp. is former applicant for facilities in Aurora-Batavia, Ill.; present application is in effect merger of two previously mutually exclusive applications. Ann. July 31.

WXXX Hattiesburg, Miss.—Seeks assignment of license from **Broadcast Development Co.** to **George P. Mooney, Abe D. Waldauer, James P. Hess Jr., D. F. Prince** (each 22.73%) and **J. C. Walker** (9.09%), d/b as **WXXX Inc.**; consideration $100,000. Mr. Mooney owns 25% of WBSR Pensacola, Fla., 24% of preferred and 17.65% of common stock of WKGN Knoxville, Tenn.; Mr. Waldauer owns 25% of WBSR, 49% preferred and 41.18% common interest in WKGN, and is attorney; Mr. Hess is salesman for and holds 5.88% common interest in WKGN; Mr. Prince is attorney, owns 25% of WBSR and 11.76% common interest in WKGN; Mr. Walker is present general manager of WXXX. Ann. July 31.

KNOE Monroe, La.—Seeks assignment of license from **James A. Noe**, sole stockholder in **KNOE Inc.**, to **Mr. Noe** as individual proprietor; no financial consideration involved. Ann. July 31.

WCBT Roanoke Rapids, N. C.—Seeks assignment of license from **WCBT Inc.** to **Henry M. Best Jr., Roy L. Davis** (each 32.5%), **Mrs. Milton Best** (15%), **Roland McClamrock Jr.** (10%), **William C. May, Nora F. Patterson** (each 5%), d/b as **Roanoke Rapids Radio Corp.**; consideration $100,000. Mr. Best is chief engineer for WCHL Chapel Hill, N. C.; Mr. Davis is general manager of manufacturing firm; Mrs. Best owns 50% of insurance agency; Mr. McClamrock owns 98% of WCHL; Mr. May is president of painting contracting firm; Mrs. Patterson has no other business interests. Ann. July 31.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 2 initial decision which looked toward (1) denying May 12 petition for severance by WMFJ Inc., and (2) granting applications of Hartsville Bcstg. Co. (WHSC) Hartsville, S. C., WMFJ Inc. (WMFJ) Daytona Beach, Fla., Space Bcstg. Inc. (WBYG) Savannah, Ga., and Low Country Bcstg. Co. (WQSN) Charleston, S. C., to increase daytime power from 250 w to 1 kw, continued operation on 1450 kc with 250 w-N, each subject to interference condition became effective July 24 pursuant to Sec. 1.153 of rules. Action July 31.

■ Commission gives notice that June 7 initial decision which looked toward granting applications of Radio 940 for new am station to operate on 940 kc, 1 kw, DA-D in South Haven, Mich., Michigan Bcstg. Co. to increase daytime power of station WBCK Battle Creek, Mich., from 1 kw to 5 kw, continued operation on 930 kc, 1 kw-N, DA-2, and Mt. Vernon Radio & Tv Co. to increase power of daytime station WMIX Mt. Vernon, Ill., from 1 kw to 5 kw, with DA, continued operation on 940 kc, conditioned that Mt. Vernon accept such interference as may be imposed by grant of application of Hirsch Bcstg. Co. to increase power of KFVS Cape Girardeau, Mo., and any one of three mutually exclusive applications for new am stations to operate on 920 kc in Granite City, Ill., became effective July 27 pursuant to Sec. 1.153 of rules. Action July 31.

■ By memorandum opinion and order, commission made effective May 23 initial decision and granted application of Hopkinsville Bcstg. Inc., to increase daytime power of WHOP Hopkinsville, Ky., from 250 w to 1 kw, continued operation on 1230 kc, 250 w-N, subject to interference condition; but made grant subject to condition that Hopkinsville Bcstg. Inc., and James Roland Brewer, tr/as Tell City Bcstg. Co., licensee of WTCJ Tell City, Ind., shall file joint statement within 10 days to effect that agreement whereby former is to assume cost incurred by latter in preparing application to increase daytime power of WTCJ to 1 kw has been rescinded and that no consideration has been or is being given for withdrawal of objection to grant of instant application. Chmn. Minow concurred in result; Comr. Hyde dissented and issued statement; Comr. Cross dissented. Commission is of opinion that approval of this kind of agreement would establish unfortunate precedent leading to possible abuses of commission processes, and there are no countervailing factors tending to indicate that public interest would be served by approval of instant agreement. Action July 28.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Sunshine State Bcstg. Inc., to extend facilities of WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc with 1 kw, DA, D. Action Aug. 2.

■ Hearing examiner Millard F. French issued initial decision looking toward granting application of Hazlehurst Radio for new am station to operate on 1480 kc, 1 kw, D, in Hazlehurst, Ga. Action July 31.

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17 in Fort Lauderdale, Fla., and denying, for failure to prosecute, applications of Gerico Investment Co. for renewal of its licenses for station WITV (ch. 17) and auxiliary station KC-5744 Fort Lauderdale. Action July 28.

OTHER ACTIONS

■ By order, commission stayed effective date of June 13 initial decision which looked toward granting application of Queen City Bcstg. Co. for new am station to operate on 1490 kc, 250 w, unl., in Del Rio, Tex., and denying for failure to prosecute the application of Val Verde Bcstg. Co. for similar facility, pending further review by commission. Action Aug. 2.

■ Granted requests for waivers of Sec. 4.790 of rules and granted temporary authority to operate vhf tv repeater stations by following: Thompson Tv Assn., to repeat signals of KREX-TV Ch. 5, Grand Junction, Colo., to serve Thompson, Crescent Junction and Cisco, Utah; Niobrara Community Club to repeat signals of KTIV ch. 4 Sioux City, Iowa, to serve Niobrara, Neb.; Glendale Tv Boosters Club, to repeat signals of KBES-TV ch. 5 Medford, Ore., to serve Glendale, Ore., and Quemado Tv Assn., to repeat signals of KOB-TV ch. 4 Albuquerque, N. M. Action July 26.

WLOU Louisville, Ky.—Designated for hearing application to change operation on 1350 kc from 5 kw day to 5 kw, DA-N, unl. time; made WEZY Cocoa, Fla., party to proceeding. Action July 26.

Putnam Bcstg. Corp., Brewster, N. Y., Port Chester Bcstg. Co., Port Chester, N. Y.—Designated for consolidated hearing applications for new am stations to operate on 1590 kc, 1 kw—Putnam with DA-D, and Port Chester with DA-2, unl.; made WBRY Waterbury, Conn., WEEZ Chester, Pa., WERA Plainfield, N. J., and WWRL New York, N. Y., parties to proceeding. Action July 26.

Seward Bcstg. Inc., Marion, Va.; Saltville Bcstg. Corp., Saltville, Va.—Designated for consolidated hearing applications for new am stations to operate on 1330 kc, 1 kw, D; hearing issues include Sec. 3.35(a) multiple ownership issue as to applicant Saltville. Action July 26.

Routine roundup

■ Commission granted petition by Golden Empire Bcstg. Co. (KHSL-TV) Chico, Calif., and extended from July 25 to Aug. 4 time to file replies to opposition by Redding-Chico Tv Inc., Redding, Calif., to petition by Northern California Educational Tv Assn. requesting rulemaking on a proposal to reserve tv ch. 9 for non-commercial educational use at Redding. Action July 26.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Ybor City Bcstg. Co. and extended to Aug. 4 time to file reply to opposition of Broadcast Bureau to petition to enlarge issues in proceeding on Ybor's application and that of Johnson Bcstg. Corp., for new am stations in Ybor City and Indian Rocks Beach, Fla. Action July 28.

■ Granted petition by Seven Locks Bcstg. Co. and extended to Sept. 15 time to file exceptions to initial decision and request for oral argument in proceeding on its application and that of Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va. Action July 28.

■ Denied motion by Wireline Radio Inc. for immediate stay of hearing pending commission action on requested bill of particulars of alleged violations in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action July 28.

■ Granted request by Burlington Bcstg. Co. and extended to July 31 time to file opposition to Broadcast Bureau's request for reconsideration and extraordinary relief in proceeding on Burlington's application for new am station in Burlington, N. J., et al. Action July 27.

■ Granted petition by Broadcast Bureau and extended to Aug. 1 time to file reply to petition by Carnegie Bcstg. Corp., Pittsburgh, Pa., to enlarge issues in proceeding on its am application which is consolidated for hearing. Action July 27.

By Commissioner Rosel H. Hyde

■ Granted motion by Broadcast Bureau and made various corrections in transcript of oral argument in proceeding on am applications of Iowa Great Lakes Bcstg. Co. (KICD) Spencer, Iowa, et al. Action July 28.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by The Journal Co. (WTMJ-FM) Milwaukee, Wis., for intervention only with reference to application of Kenosha Bcstg. Inc., in proceeding on that application and Lake Zurich Bcstg. Co., for new am stations in Kenosha, Wis., and made petitioner party to proceeding with reference to application of Kenosha Bcstg. Inc. Action July 28.

■ Held in abeyance until Aug. 9 action on joint petition by Nicholasville Bcstg. Co. and Jessamine Bcstg. Co., applicants for new am stations in Nicholasville, Ky., for approval of agreement looking toward dismissal of Jessamine application, and ordered petitioners to file by that date, as amendment to their joint petition, detailed information in affidavit form as required by Sec. 1.316 of rules; ruling stated: "The showing made by petitioners is not in compliance with the rule aforementioned, which, as indicated, requires specifically that the 'affidavit of each party to the agreement' shall be furnished with full information as to which one of them initiated the negotiations leading to the agreement; a summary of the history of the negotiations; and the reasons why, in the judgment of the parties, the arrangement is in the public interest. This information has been omitted. In administering Sec. 311(c) of the Communications Act Amendments, 1960, the Commission expects of parties seeking approval of agreements of this kind detailed submissions of all of the material required by Sec. 1.316 of its Rules which is an implementation of the Congressional mandate. Recognition will not be given to any pleadings filed under the statute which are not in accord with these requirements." Action July 27.

■ Granted joint petition by Time Bcstrs. Inc. and Galen O. Gilbert for approval of agreement whereby Mr. Gilbert would pay Time Bcstrs. Inc. $2,346.66 for reimbursement of expenses incurred in connection with latter's application for new am station to operate on 940 kc, 500 w, D, in Springfield, Mo., in return for its withdrawal; dismissed Time application with prejudice; granted application of Mr. Gilbert for new am station to operate on 940 kc, 500 w, D, in Aurora, Mo.; terminated proceedings. Action July 27.

■ Scheduled for hearing following proceedings on dates shown: Oct. 2: Application of Warren G. Holleman, Falls Church, Va., for authorization for class D station in Citizens Radio Service; Oct. 10: Rea Radio and Electronic Laboratory for renewal of license of station WREA East Palatka, Fla. Action July 26.

■ Scheduled for hearing on Oct. 24 matter of revocation of license of KPSR Inc., for KPSR (FM) Palm Springs, Calif. Action July 26.

■ Scheduled prehearing conference for Sept. 5 and hearing for Oct. 9 on applications of Radio Specialists Co. for cps to establish stations in point-to-point microwave radio service between point near Golden, Colo., and near Eastonville, Colo. Action July 26.

■ Granted petition by Broadcast Bureau and extended to Aug. 2 time to file proposed findings in proceeding on applica-

tions of Big Horn County Musicasters for new am station in Hardin, Mont., et al. Action July 26.

■ Granted petition by Triple G Bcstg. Co. (KWAY) Vancouver, Wash., to extent that it seeks dismissal of its am application but dismissed application with prejudice; retained in hearing status application of Gordon A. Rogers for new am station in Vancouver. Action July 25.

■ Granted petition by Oral Roberts Evangelistic Assn. Inc., to extent that it seeks dismissal of its application for new am station in Tulsa, Okla., but dismissed application with prejudice; retained in hearing status remaining applications in consolidatel proceeding. Action July 25.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau and extended from July 27 to Aug. 3 time to file proposed findings in proceeding on application of Palmetto Bcstg. Co. for renewal of license of WDKD Kingstree, S. C., and for license to cover cp. Action July 27.

■ Granted joint petition by parties, reopened record, accepted for filing applicants' affidavits and closed record in proceeding on applications of Arthur W. Arundel for new am station in Charles Town, W. Va., et al. Action July 27.

By Hearing Examiner Asher H. Ende

■ After further hearing on July 25, postponed any further hearings without date pending action by chief hearing examiner on joint petition by applicants for approval of agreement in proceeding on applications of Nicholasville Bcstg. Co. and Jessamine Bcstg. Co. for new am stations in Nicholasville, Ky. Action July 26.

■ Scheduled certain procedural dates and scheduled Sept. 14 for resumption of hearings in proceeding on am applications of Lindsay Bcstg. Co., Punta Gorda, Fla., et al. Action July 26.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Charles W. Jobbins and gave parties time to Aug. 15 for exchange of additional direct engineering exhibits and until Aug. 29 for exchange of rebuttal exhibits in proceeding on his application and that of Elbert H. Dean and Richard E. Newman for new am stations in Clovis, and Grass Valley, Calif. Action July 28.

■ Granted petition by Broadcast Bureau and extended to Aug. 15 time for all parties to file proposed findings in proceeding on application of Robert B. Brown for new am station in Taylorsville, N. C. Action July 27.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of other party, advanced from Sept. 27 to Sept. 18 hearing on am application of Strafford Bcstg. Corp. (WWNH) Rochester, N. H. Action July 26.

By Hearing Examiner Isadore A. Honig

■ Issued memorandum formalizing ruling made by hearing examiner at July 31 hearing, denying, for reasons which will appear in official transcript, petition by George Shane for leave to amend his application for new am station in Victorville, Calif., to reduce proposed power from 250 w to 100 w. Action July 31.

■ On own motion, afforded Western Bcstg. Co. and R. L. McAlister, applicants for new am stations in Odessa, Tex., additional time to Aug. 10 to file joint request for approval of agreement for dismissal of Western's application and examiner will withhold further consideration on Mr. McAlister's application during this period and such further time, if any, as may be required for action on any joint request filed. Action July 27.

By Hearing Examiner Annie Neal Huntting

■ Granted request by Portage County Bcstg. Corp., Kent-Ravenna, Ohio, and extended to Aug. 3 date to file opposition to petition by Joseph P. Wardlaw Jr., Canton, Ohio, to add Evansville issue, in proceeding on their am applications which are consolidated for hearing. Action July 28.

■ Upon agreement of parties at July 28 prehearing conference, continued Sept. 12 hearing to Oct. 4 in proceeding on applications of Rollins Bcstg. of Delaware Inc. and Howard F. Reber and Frank A. Franco for new fm stations in Wilmington, Del., and Reading, Pa. Action July 28.

■ Granted petition by Broadcast Bureau and extended from July 25 to Aug. 1 time to file proposed findings in proceeding on applications of Berkshire Bcstg. Corp. and Grossco Inc., for new am stations in Hartford and West Hartford, Conn. Action July 26.

■ Upon agreement of parties, scheduled hearing for Nov. 1 in proceeding on applications of Catskills Bcstg. Co. for new am station in Ellenville, N. Y., et al. Action July 25.

By Hearing Examiner H. Gifford Irion

■ Granted request by Broadcast Bureau and further extended time to file proposed findings from July 27 to Aug. 4, with replies to be filed by Aug. 25 in proceeding on applications of Herbert Muschel for new fm station in New York, N. Y., et al. Action July 28.

By Hearing Examiner David I. Kraushaar

■ After July 28 prehearing conference, scheduled certain procedural dates and scheduled hearing for Oct. 2 in proceeding on applications of Creek County Bcstg. Co. for new am station in Sapulpa, Okla., et al. Action July 28.

■ After July 28 prehearing conference, scheduled certain procedural dates and scheduled hearing for Sept. 15 in proceeding on applications of Lake Zurich Bcstg. Co. and Kenosha Bcstg. Inc., for new fm stations in Kenosha, Wis. Action July 28.

■ On own motion, ordered that Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif., shall not take deposition of Mr. Robert Hammett; that if Marietta desires to produce engineering evidence in Washington, D. C., it shall file appropriate motion sufficiently in advance of Sept. 1 requesting that record be reopened for this purpose so that such evidence may be adduced beginning on Sept. 1; and, further, that Marietta shall provide copy of any exhibit material it may propose to present in evidence to Broadcast Bureau and examiner not later than Aug. 15, and ordered further, that unless modified by subsequent order on motion duly made by either party, memorandum opinion and order of hearing examiner released July 19 is reaffirmed and shall remain in full force and effect. Action July 27.

By Hearing Examiner Forest L. McClenning

■ By order formalized rulings made at July 31 prehearing conference in proceeding on applications of Eastern Bcstg. System Inc. for new am station in Brookfield, Conn., et al; scheduled certain procedural dates, further prehearing conference for Oct. 23, and continued Sept. 15 hearing to Oct. 30. Action July 28.

■ Granted petition by Broadcast Bureau and extended from July 28 to Aug. 15 time to file proposed findings in proceeding on applications of Gila Bcstg. Co., for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action July 27.

By Hearing Examiner Herbert Sharfman

■ On request by Broadcast Bureau and without objection by other parties, extended from July 28 to Aug. 15 and from Aug. 8 to Aug. 28 time to file proposed findings and replies in proceeding on applications of Robert F. Neathery for new am station in Fredericktown, Mo., et al. Action July 27.

■ Scheduled prehearing conference for Sept. 7 in proceeding on application of Rea Radio and Electronic Laboratory for renewal of license of WREA East Palatka, Fla. Action July 27.

■ Reopened record in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa, and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb., received in evidence KBON Exhibit no. 3 and closed record. Action July 26.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at July 27 prehearing conference, advanced Sept. 15 hearing to Sept. 8 in proceeding on am application of WAEB Bcstrs. Inc. (WAEB) Allentown, Pa. Action July 27.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Aug. 1

KCIN Victorville, Calif.—Granted assignment of cp to Victor Valley Bcstrs. Inc.

KDHI Twenty-Nine Palms, Calif.—Granted license for am station.

WRAL Raleigh, N. C.—Granted license covering use of old main trans. (old main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime and remote control operation.

WINF Manchester, Conn.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans. daytime and alternate main trans. nighttime.

WRHI Rock Hill, S. C.—Granted license covering increase in daytime power and

Judy Anderson, say it ain't so!

Judy Anderson of McCann-Erickson can't see us for beans. Yet, we'd so much like to help her advertise those cars she buys media for.

Judy knows that the Tidewater area is growing 2½ times faster than the nation as a whole. She knows, too, that WHIH has the hottest format and the best darn news shows in Virginia. But what stations do you think she buys? (We won't tell you).

Judy, you're a hard-hearted Hannah, but we love you and we'll keep plugging. Same goes for any others who don't yet share your view that the sun rises and sets on WHIH.

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TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

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installation of new trans. (daytime) and specify licensed trans. for night use (two main trans.).

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WRAL Raleigh, N. C.; WHSY Hattiesburg, Miss.; WINF Manchester, Conn., and specify type trans.

South Shore Bcstg. Co., Quincy, Mass.—Granted cp and license for new low power station.

WLBC Muncie, Ind.—Granted cp to install new trans.

WKEI Kewanee, Ill.—Granted cp to change studio-remote control location and type trans.; condition.

WACA Camden, S. C.—Granted cp to install new trans. and reduce ant. height by removing top sectionalized portion.

WKGN Knoxville, Tenn.—Granted cps to install new trans., and install old main trans. as auxiliary trans. at main trans. location; remote control permitted.

■ Granted cps to install new trans. for following stations: KBOY Medford, Ore.; WEDO McKeesport, Pa.; KNFM(FM) Midland, Tex.

WJRM Troy, N. C.—Granted mod. of cp to change trans. location, studio location and change type trans.

WDIA-FM Memphis, Tenn.—Granted mod. of cp to increase ERP to 11 kw; decrease ant. height to 110 ft.; change trans. and ant. and make changes in ant. system (decrease height); conditions.

KVIL-FM Highland Park-Dallas, Tex.—Granted mod. of cp to change type trans. and operate trans. by remote control.

■ Following stations were granted extensions of completion dates as shown: WOSC-FM Fulton, N. Y., to Oct. 25, and WDEE-FM Hamden, Conn., to Jan. 23, 1962.

Actions of July 31

WJCM Sebring, Fla.—Granted change of remote control authority.

KCHJ Delano, Calif.—Granted extension of completion date to Jan. 1, 1962.

■ Following stations were granted extensions of completion dates as shown: WXGI Richmond, Va., to Sept. 10; WMLW (FM) Wilwaukee, Wis., to Oct. 11; KGCA Rugby, N. D., to Sept. 30; WWCO-FM Waterbury, Conn., to Jan. 20, 1962; KTAP (FM) Tucson, Ariz., to Jan. 1, 1962; WKBX Kissimmee, Fla., to Oct. 31; KVIT(FM) Oklahoma City, Okla., to Jan. 16, 1962.

WSJS-FM Winston-Salem, N. C.—Granted authority to remain silent for period beginning July 31 and ending Sept. 30.

WFAW(FM) Fort Atkinson, Wis.—Granted authority to remain silent for period beginning June 15 and ending October 2.

KUEQ Phoenix, Ariz.—Granted authority to remain silent for period ending Nov. 1.

KFDA-TV Amarillo, Tex.—Granted assignment of licenses to Texas State Network Inc.

KFJZ-AM-FM Fort Worth, Tex.—Granted assignment of licenses to Texas State Network Inc.

KRIO McAllen, Tex.—Granted assignment of licenses to Texas State Network Inc.

■ Granted licenses for following am stations: KEST Boise, Idaho, and specify studio same as trans. site; WSOR Windsor, Conn.; KLBS Los Banos, Calif., and specify studio and remote control location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WJOY Burlington, Vt.; WDCR Hanover, N. H.; WBRE Wilkes-Barre, Pa., and specify type trans.

WTSB Lumberton, N. C.—Granted license covering increase in daytime power and installation of new trans. (daytime) and specify trans. as night trans. (two main trans).

KGBX Springfield, Mo.—Granted license to use old main trans. (main trans. location) as auxiliary trans. with remote control (daytime).

WFIN Findlay, Ohio—Granted license covering installation of new trans.

KBOW Butte, Mont.—Granted license covering use of old main trans. (main trans. location) as auxiliary trans.

■ Granted renewal of licenses for following stations: WJCW-AM-FM, Johnson City, Tenn.; WKPT-AM-FM Kingsport, Tenn.; WMC Memphis, Tenn.; WMFT Terre Haute, Ind.; WPRT Prestonsburg, Ky.; WTVC(TV) Chattanooga, Tenn.; WLIV Livingston, Tenn.; WMTC Van Cleve, Ky.; WNGO-FM Mayfield, Ky.; WAGG Franklin, Tenn.; WAJC(FM) Indianapolis, Ind.; WAXU Georgetown, Ky.; WBIW Bedford, Ind.; WFTM Maysville, Ky.; WKKS Vanceburg, Ky.; WAOV Vincennes, Ind.; WGNS Murfreesboro, Tenn.; WAKY Louisville, Ky.; WILO Frankfort, Ind.; WVOL Berry Hill, Tenn.; WORX Madison, Ind.; WSIX Nashville, Tenn.; WGEE Indianapolis, Ind.; WENO Madison, Tenn.; WLBJ Bowling Green, Ky.; *WFPK(FM), WFPK-TV Louisville, Ky.

WENN Birmingham, Ala.—Granted mod. of license to change name to McLendon Birmingham Bcstg. Inc.

KKJO St. Joseph, Mo.—Granted mod. of license to change name to KKJO Inc.

WAVY Portsmouth, Va.—Granted mod. of license to operate main trans. by remote control, DA-2; conditions.

WPBN-TV Traverse City, Mich.—Granted mod. of cp to change ERP to vis. 135 kw; aur. to 67.5 kw; make change in ant. system and other equipment changes; ant. height 1,350 ft.

KFNE(FM) Big Spring, Tex.—Granted mod. of cp to change type trans., ant., and change ant. system.

WMRN Marion, Ohio—Granted mod. of cp to change type trans.; conditions.

WXGI Richmond, Va.—Granted mod. of cp to change type trans.; condition.

KNEZ Lompoc, Calif.—Granted mod. of cp to change type trans.

Columbia Bcstg. System Inc. New York, N. Y.—Waived Sec. 1.334 of rules and granted authority to transmit CBS Tv Network programs coverage of special sporting events, not of continuing nature, to tv stations CBFT Montreal, Que. and CBOFT Ottawa, Ont., on Aug. 12, 19 and 26, and Sept. 2, 9, 16, 23 and 30; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of communications Act and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters.

Actions of July 28

KEBR(FM) Sacramento, Calif.—Granted cp to increase ERP to 45 kw; ant. height to 380 ft.; change trans. location; install new trans.; change ant.; make changes in ant. system (install DA system and increase height); remote control permitted.

WRCD Dalton, Ga.—Granted acquisition of positive control by James Q. Honey through purchase of stock from Edwin B. Jordan.

KDLS Perry, Iowa—Granted license for am station.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WDLB Marshfield, Wis., condition, and WBIW Bedford, Ind.

WKIX-FM Raleigh, N. C.—Granted license covering installation of new trans., ant., and increase in ant. height and ERP.

WLLH Lowell, Mass.—Granted license covering installation of old main trans. as auxiliary trans.

KABL Oakland, Calif.—Granted cp to change ant.-trans. location to Delaware St., between 24th and 25th St., San Francisco, and make changes in ground system.

WALE Fall River, Mass.—Granted mod. of cp to change type trans.; conditions.

WAZL Hazleton, Pa.—Granted mod. of cp to change type trans.

WYNS Lehighton, Pa.—Granted mod. of cp to change type trans.

WPFE Eastman, Ga.—Granted mod. of cp to change studio location; change type trans.; remote control permitted.

WLAS Jacksonville, N. C.—Granted mod. of cp to change type trans.

KRAN Morton. Tex.—Granted mod. of cp to change type trans.

WSBA-FM York, Pa.—Waived Sec. 3.205 (a) of rules and granted mod. of cp to establish main studio approximately two miles north of corporate limits of York, Pa., at WSBA(AM) main studio site.

WLOS-FM Asheville, N. C.—Granted mod. of cp to decrease ERP to 27 kw; increase ant. height to 2,670 ft.; change type trans., type ant.; make changes in ant. system.

KCLV Clovis, N. M.—Granted mod. of cp to change type trans.

WWWB Jasper, Ala.—Granted mod. of cp to replace trans.

■ Granted mod. of cps to change type trans. for following stations: WYGO Corbin, Ky. and WPLK Rockmart, Ga.

■ Following stations were granted extensions of completion dates as shown: KPGE Page, Ariz., to Sept. 10; KBRB Arvada, Colo., to Jan. 10, 1962; WABF

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 3

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,557	55	112	847
FM	839	55	196	133
TV	486[1]	59	89	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 3

	VHF	UHF	TV
Commercial	466	78	544
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

Fairhope, Ala., to Sept. 10; KUDY Seattle, Wash., to Oct. 1; WKBC-FM North Wilkesboro, N. C., to Oct. 1; WINF-FM Manchester, Conn., to Dec. 31; KTUR Turlock, Calif., to Oct. 1; KRAN Morton, Tex., to Jan. 1, 1962; WXUR-FM Media, Pa., to Jan. 22, 1962; WAWA West Allis, Wis., to Sept. 15.

WMSA-FM Massena, N. Y.—Granted extension of authority to Nov. 1 to remain silent.

Actions of July 27

KINK Phoenix, Ariz.—Granted involuntary assignment of cp to Harold Lampel.

KBEV Portland, Ore.—Granted involuntary assignment of cp to R. E. Allen, receiver.

KVSO Ardmore, Okla.—Granted involuntary assignment of licenses to Albert Riesen Jr., administrator of estate of John F. Easley, deceased.

WGHQ Saugerties, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp., through purchase of additional stock from VIP Radio Inc.

WFYI Mineola, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of licensee corporation by Whitney Communications Corp. through additional purchase of stock from VIP Radio Inc.

WVOX-AM-FM New Rochelle, N. Y.—Granted acquisition of positive control of VIP Radio Inc., parent corporation of Suburban Radio Inc., which in turn owns 100% of licensee corporation, by Whitney Communications Corp. through additional purchase of stock from VIP Radio Inc.

KWWL-AM-TV Waterloo, Iowa—Granted acquisition of negative control by Ralph J. McElroy through purchase of stock from Black Hawk Bcstg. Co.

KPOJ-AM-FM Portland, Ore.—Granted transfer of control from Journal Publishing Co. to United States National Bank of Portland, David L. Davies and Wm. W. Knight, trustees of estate of P. L. and Maria C. Jackson.

WLVA-AM-FM Lynchburg, Va.—Granted transfer of control from Champe C. and Philip P. Allen, John P. Jr. and Martha Thomas Read to Philip P. and Champe C. Allen and John P. Read Jr., voting trust.

■ Granted renewal of license for following uhf tv translator stations: K72AA, K70BU Weed Heights, Nev.; K72AF Battle Mountain, Nev.; W78AB Johnson City and Vestal, N. Y.; W81AB Hillcrest and Chenango Bridge, N. Y.; K70BM, K79AI Hood River, Ore.; K72AO Jackson, Wyo.; K71AS, K74AG Newport & Otter Rock, Ore.; K72AS, K81AB La Barge, Wyo.; K78AF La Barge and Big Piney, Wyo.; K79AM, K70AM, K75AA Manson & Chelan, Wash.; K81AG, K75AR Granite Falls, Minn.; K70AI, K76AA Prineville and Redmond, Ore.; K70AH Parker, Ariz.; K75AT Leadville, Colo.; K73AF Rawlins, Wyo.; K70AK Saratoga, Wyo.; K70AX, K70AT, K75AF, K80AI Ely, Nev.; K73AH, K78AE, K83AD McGill, Nev.; K70BG, K74AR Deer River, Minn.; K82AF Cass Lake, Minn.; K70BW Lihue, Kauai, Hawaii; K78AH Joplin, Chester, Inverness, and Rudyard, Mont.; K74AT Likely, Calif.; K80AD Lone Pine, Calif.; K71AB, K75AD, K79AA Blythe, Calif.; K71AG, K74AJ, K77AH Cottage Grove, Ore.; K70CB, K77AS, K83AM Carrizo Springs and Crystal City, Tex.

■ Granted renewal of licenses for following stations: WEUP Huntsville, Ala.; WPMP Pascagoula-Moss Point, Miss.; KVCL Winnfield, La.; WKDL Clarksdale, Miss.; KLPL Lake Providence, La.; WATM Atmore, Ala.; WROB West Point, Miss.; WSSO Starkville, Miss.; WTBF Troy, Ala.; WXAL Demopolis, Ala.; KALB-AM-FM Alexandria, La.; WSTN Saint Augustine, Fla.; KRMD-AM-FM Shreveport, La.; WERH Hamilton, Ala.; WIKC Bogalusa, La.; WGVM Greenville, Miss.; WAMY Amory, Miss.; WGRA Cairo, Ga.; WAAA Winston-Salem, N. C.; WTBC-AM-FM Tuscaloosa, Ala.; WTHE Spartanburg, S. C.; KTCN Berryville, Ark.; WKOZ Kosciusko, Miss.; WZOK-FM Jacksonville, Fla.; KEUN Eunice, La.; KOKY Little Rock, Ark.; WAME Miami, Fla.; WDDY Gloucester, Va.; WOKS Columbus, Ga.

Honor System Tv Assn. Inc., Marfa & Valentine, Tex.—Granted cp for new uhf tv translator station on ch. 81 to translate programs of KTSM-TV (ch. 9) El Paso, Tex.

WMAL Washington, D. C.—Granted cp to install new trans. (main trans. location) for auxiliary purposes.

KBEV Portland, Ore.—Granted cp to replace expired permit for am station.

K75AM Bemidji, Minn.—Granted cp to change ERP of uhf tv translator station from 118 w to 588 w, change type trans. and make changes in ant. system.

KCND-TV Pembina, N. D.—Granted cp to change vis. 220 kw, aur. to 110 kw, type trans., type ant. and make other equipment changes; ant. height 1,400 ft.

K81AI Alpine & Marfa, Tex.—Granted cp to change ERP of uhf tv translator station from 446 w to 114 w, trans. location to Brite Ranch at Pine Rock, 14½ miles southwest of Valentine, Tex., changes in ant. system and principal community from Alpine and Marfa to Marfa and Valentine, Tex.

KBWC-TV Gallup, N. M.—Granted mod. of cp to change ERP to vis. 1.15 kw, aur. to 0.575 kw, type trans., type ant., make changes in ant. system and equipment; ant. height 80 ft.

KLMC-TV Lamar, Colo.—Granted mod. of cp to change ERP to vis. 0.524 kw, aur. to 0.294 kw, type trans., type ant., make changes in ant. system and equipment; ant. height 120 ft.

KINK Phoenix, Ariz.—Granted mod. of cp to specify main studio location and remote control point.

KVLF-TV Alpine, Tex.—Granted mod. of cp to change ERP to vis. 0.17 kw; aur. to 0.1 kw; change type trans., type ant., and make minor equipment changes; ant. height 220 ft.

■ Following stations were granted authority to remain silent for periods shown: WAJR-FM Morgantown, W. Va., to Nov. 1; KBPS Portland, Ore.; to Sept. 22; KPSR (FM) Palm Springs, Calif., to Nov. 1, without prejudice to such further action as commission may deem warranted in light of proceedings in Docket 14203.

WLVL(FM) Louisville, Ky.—Granted extension of authority to remain silent for period ending Sept. 10.

WKRZ Oil City, Pa.—Granted authority to remain on air from 7:15 to 8:45 p.m., on Tuesdays and Thursdays and 7:30 to 8:30 p.m., Sundays.

KMBL Junction, Tex.—Granted extension of authority to Sept. 1 to sign-off 2 p.m. to 5 p.m. weekdays and operate from 7 a.m. to 7 p.m. on weekends.

WSUI Iowa City, Iowa—Granted authority to reduce hours of operation to minimum of 6¼ hours daily for period commencing Aug 7 and ending Sept. 23, inclusive.

WHDL-FM Olean, N. Y.—Granted authority to remain silent for period ending Sept. 10.

■ Following stations were granted extensions of completion dates as shown: KINK Phoenix, Ariz., to Dec. 1; WWTV-FM Cadillac, Mich., to Nov. 22; WMAX-FM Grand Rapids, Mich., to Sept. 27; K78AR Radio Honolulu, Ltd., Lihue, Kauai, Hawaii, Dec. 1, and KRMA-TV Denver, Colo., to Oct. 28.

KOST Houston, Tex.—Remote control permitted.

City of Douglas Translator Committee Douglas, Ariz.—Granted cp for new uhf tv translator station on ch. 70 to translate programs of KVOA-TV (ch. 4) Tucson, Ariz.

Centralia School District No. 401 Centralia/Chehalis, Wash.—Granted cp for new uhf tv translator station on ch. 83 to translate programs of KCTS-TV (ch. 9) Seattle, Wash.

Bitterroot Tv Booster Club Hamilton, Mont.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KXLF-TV (ch. 4) Butte, Mont.; condition.

Actions of July 26

Moffat County Baggs, Wyo., and Lower Snake River, Colo.—Granted cp for new vhf tv translator stations on ch. 8 to translate programs of KOA-TV (ch. 4) Denver, Colo., via. ch. 2 repeater station near Craig, Colo.; condition.

Village of Park Rapids, Park Rapids, Minn.—Granted cp for new vhf tv translator station on ch. 12 to translate programs of WDAY-TV (ch. 6) Fargo, N. D.

KNBS(TV) Walla Walla, Wash.—Granted involuntary assignment of cp to Eugene T. Golden, trustee in bankruptcy.

WJHL-TV Johnson City, Tenn.—Granted acquisition of positive control by W. H. Lancaster Jr., through purchase of stock by the corporation from Evelyn L. Lancaster.

WEZL Richmond, Va.—Granted license covering change of auxiliary trans. location and operation by remote control.

KTIL Tillamook, Ore.—Granted license covering installation of new trans.

WJBW New Orleans, La.—Granted license to use old main trans. as auxiliary trans. and operation by remote control.

WEZJ Williamsburg, Ky.—Granted license covering increase in power and installation of new trans.

KGB San Diego, Calif.—Granted license covering increase in daytime power, change ant-trans. location, make changes in ant.-ground system, installation new trans., change studio location and remote control point and operation by remote control.

WWNY Watertown, N. Y.—Granted license covering use of auxiliary trans. (main trans. location) as alternate main trans.

WRRN Warren, Pa.—Granted cp to install new trans. and increase ERP to 3.4 kw; conditions.

WRIT-FM Milwaukee, Wis.—Granted mod. of cp to change type trans.

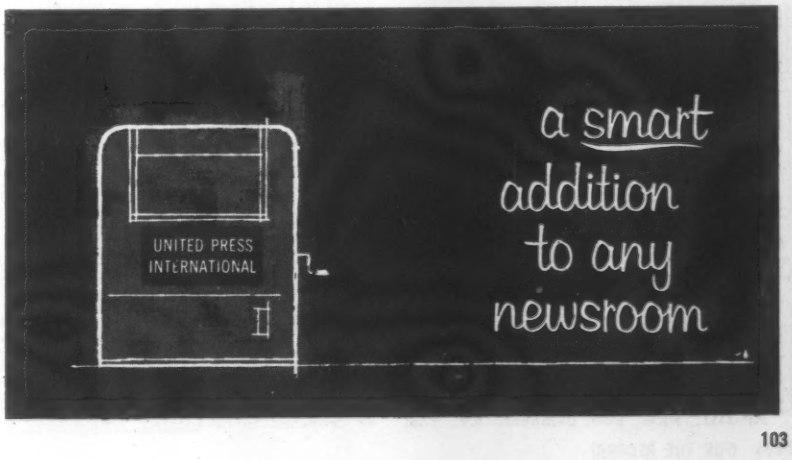
■ Following stations were granted extensions of completion dates as shown: KOQT Bellingham, Wash., to Sept 1, and WORA Mayaguez, P. R., to Sept 1.

KELE(FM) Phoenix, Ariz.—Granted extension of authority to Sept. 3 to remain silent.

WRJC Mauston, Wis.—Granted change of remote control authority; condition.

Actions of July 25

■ Granted cps for following new vhf tv translator stations: Rifle Community Services Inc. on chs. 7 and 4 Rifle, Colo., to translate programs of KREX (ch. 5) Grand Junction, Colo., via ch. 4 Rifle, and KREX-TV ch. 5 Grand Junction; Santa Rita Tv Assn. on ch. 6 Santa Rita, Hanover, Fierro, N. M. (KTSM-TV ch. 9 El Paso, Tex.); Mimbres Tv Assn. on ch. 6 San Lorenzo and Mimbres Valley, N. M. (KTSM-TV ch. 9 El Paso, Tex.); Dupree Community Club on ch. 8 Dupree, S. D. (KOTA-TV ch. 3 Rapid City, S. D.); Thompson Tv Assn. on ch. 10 Thompson, Utah (KREX-TV ch. 5 Grand Junction, Colo.); City of Creighton on ch. 2 Creighton, Neb. (KTIV ch. 4 Sioux City Iowa); Utah Construction & Mining Co. on ch. 13 Lucky Mc Campsite, Wyo. (KTWO-TV ch. 2 Casper, Wyo.); Rattlesnake Butte Tv Assn. on ch. 7 Wakpala, S. D. (KFYR-TV ch. 5 Bismarck, N. D.); Silver Lake Community Tv Assn. on ch. 4 Silver Lake, Ore. (KOIN-TV ch. 6 Portland, Ore., condition); Mantua City Corp. on chs. 10 and 13 Mantua, Utah (KCPX-TV ch. 4 and KSL-TV ch. 5 both Salt Lake City, Utah); Mantua City Corp. on ch 8 Mantua, Utah (KUTV ch. 2 Salt Lake City, Utah); White River Tv District TV ch. 4 Salt Lake City, Utah via K80AI ch. 80, Ely, Nev., con-



dition); Sutherline Community Tv Inc. on chs. 2 and 11 Sutherline, Ore. (KEZI-TV ch. 9 Eugene, and KOIN-TV ch. 6 Portland, both Ore.: conditions); Meeteetse Community Tv on chs. 9 and 12 Meeteetse, Wyo. (KOOK-TV ch. 2 and KGHL-TV ch. 8 both Billings, Mont.), conditions.

Actions of July 24

■ Granted cps for following new vhf tv translator stations: Trident Community Club on ch. 10 Trident, Mont. to translate programs of KXLF-TV (ch. 4) Butte, Mont.; Plainview Tv Booster Committee on chs. 2 and 13, Plainview, Neb. (KTIV ch. 4 and KVTV ch. 9 both Sioux City, Iowa); Spanish Valley Community Tv Assn. on ch. 7 Moab, Utah (KUTV ch. 2 Salt Lake City, via ch. 9 Green River, Utah); Glasgow Tv Club Inc. on ch. 12 Glasgow, Mont. (KOOK-TV ch. 2 Billings, Mont., via ch. 9 Saco and Hinsdale, Mont.); Stanker Supply Co. on chs. 12, 8 and 10 Cripple Creek, Colo. (KBTV ch. 9 KOA-TV ch. 4 and KLZ-TV ch. 7 Denver, Colo.); Shields River Free Tv Assn. on ch. 10 Clyde Park, Wilsall, and Upper Shields River, Mont. (KGHL-TV ch. 8 Billings, Mont.); Carbon County on chs. 13, 11 and 9 Helper, Utah (KCPX-TV ch. 4 Salt Lake City, via K10AZ, ch. 10 Price, Utah, KUTV ch. 2 Salt Lake City, Utah, via K08AU ch. 8 Price, Utah, KSL-TV ch. 5 Salt Lake City, Utah, via K12AZ ch. 12 Price, Utah); Town of Yuma on ch. 3 Yuma, Colo. (KHPL-TV ch. 6 Hayes Center, Neb.); Elkton Tv Assn. on ch. 11 Elkton, Ore. (KOIN-TV ch. 6 Portland, Ore.); Antimony Town Inc. on chs. 11, 13 and 9 Antimony, Utah (KCPX-TV ch. 4, KSL-TV ch. 5 and KUTV ch. 2 all Salt Lake City, Utah); Raton Community Tv Club on chs. 10 and 2 Raton, N. M. (KOB-TV ch. 4 and KOAT-TV ch. 7 both Albuquerque, N. M.); Snake Creek Community Tv Assn. Inc. on ch. 9 Fairview Community, Chinook, Mont. (KFBB-TV ch. 5 Great Falls, Mont.: condition); Elkton Tv Assn. on ch. 2 Elkton, Ore. (KVAL-TV ch. 13 Eugene, Ore., condition); Valley Tv Club Inc. on ch. 10 Glasgow, Mont. (KUMV-TV ch. 8 Williston, N. D., via uhf tv translator station ch. 77 Nashua, Mont., condition).

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of Commission Rules, that on Sept. 5, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b) (1) and Sec. 1.361 (b) of Commission Rules, application, in order to be considered with any application appearing on below list or with any other application on file by close of business on Sept. 1, 1961 which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C. by whichever date is earlier: (a) close of business on September 1, 1961 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any part in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of Commission Rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. July 28.

Applications from top of processing line:

BP-11400 WPIK Alexandria, Va., Potomac Bcstg. Corp. Has: 730kc, 1kw, D. Req: 730kc, 5kw, D.

BP-11436 KPDQ Portland, Ore., KPDQ Inc. Has: 800kc, 1kw, D. Req: 800kc, 5kw, D.

BP-13893 WBUX Doylestown, Penn., WBUX Bcstg. Co. Has: 1570kc, 1kw, DA, D. Req: 1570kc, 5kw, DA, D.

BP-14070 WWWW Rio Piedras, P. R., Abacoa Radio Corp. Has: 1520kc, 250w, unl. Req: 1190kc, 500w, unl.

BP-14106 NEW Milford, Conn., Milford Bcstg. Co. Req: 1500kc, 5kw, DA, D.

BP-14107 NEW Paramus, N. J., Bergen Bcstg. Corp. Req.: 1530kc, 10kw, DA, D.

BP-14110 NEW Centreville, Ala., Voice of the Mid-South. Req: 1590kc, 1kw, D.

BP-14113 NEW Hayward, Calif., Bay Shore Bcstg. Co. Req: 1340kc, 100w, unl.

BP-14115 WTEL Philadelphia, Penn., WTEL Inc. Has: 860kc, 250w, D. Req: 860kc, 10kw, DA, D.

BP-14116 NEW Lubbock, Tex., La Fiesta Bcstg. Co. Req: 1420kc, 500w, D.

BP-14117 NEW, Fort Campbell, Ky., Fort Campbell Bcstg. Co. Req: 1370kc, 500w, D.

BP-14118 NEW Sykesville, Md., Patapsco Bcstg. Corp. Req: 1520kc, 250w, D.

BP-14122 NEW New Roads, La., Avoyelles Bcstg. Corp. Req: 1500kc, 1kw, D.

BP-14123 NEW Moncks Corner, S. C., Lord Berkeley Bcstg. Inc. Req: 950kc, 500w, D.

BP-14129 NEW Sikeston, Mo., Semo Bcstg. Corp. Req: 1520kc, 1kw, 5kw-LS, DA-2, unl.

BP-14130 NEW Oakland Park, Fla., Broward County Bcstg. Req: 1520kc, 1kw, D.

BP-14131 WDNG Anniston, Ala., Potts Bcstg. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-14132 NEW Pearsall, Tex., McKinley-Pilant Bcstg. Co. Req: 1280kc, 500w, D.

BP-14133 NEW Decatur, Ga., DeKalb Bcstg. Co. Req: 1310kc, 500w, D.

BP-14134 WEKY Richmond, Ky., WEKY Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-14135 WTIX New Orleans, La., Storz Bcstg. Co. Has: 690kc, 5kw, DA-2, unl. Req: 690kc, 5kw, 10kw-LS, unl.

BP-14136 KCAL Redlands, Calif., Southwest Bcstg. Inc. Has: 1410kc, 1kw, D. Req: 1410kc, 500w, 5kw-LS, DA-2, unl.

BP-14137 NEW Collierville, Tenn., Collierville Bcstg. Co. Req: 1590kc, 500w, D.

BP-14143 NEW Benton, Ark., Bridges Bcstg. Service. Req.: 1600kc, 1kw, D.

BP-14145 NEW Brownsville, Tenn., Brownsville Bcstg. Co. Req.: 1520kc, 250w, D.

BP-14148 KVLV Fallon, Nev., Lahontan Valley Bcstg. Co. Has: 1250kc, 1kw, D. Req.: 980kc, 5kw, D.

BP-14149 KGST Fresno, Calif., Juan Mercado. Has: 1600kc, 1kw, D. Req.: 1600kc, 5kw, D.

BP-14156 NEW Lincoln, Neb., Modern Air Communicative Electronics Inc. Req.: 1530kc, 1kw, 500w (CH), D.

BP-14157 KCAP Helena, Mont., KCAP Bcstrs. Inc. Has: 1340kc, 250w, unl. Req.: 1340kc, 250w, 1kw-LS, unl.

BP-14158 NEW Kennett, Mo., Bootheel Bcstg. Co. Req.: 1540kc, 1kw, 250w (CH), D.

BP-14159 KHFH Sierra Vista, Ariz., Carleton W. Morris. Has: 1420kc, 1kw, D. Req.: 1420kc, 500w, 1kw-LS, DA-N, unl.

BP-14161 NEW Edna, Tex., Coastal Bcstg. Co. Req.: 1240kc, 250w, unl.

BP-14164 NEW Dalton, Ga., Union Bcstg. Co. Req.: 1530kc, 250w, D.

BP-14168 NEW Nashville, Tenn., Second Thursday Corp. Req.: 1560kc, 10kw, DA, D.

BP-14178 NEW Matawan-Keyport, N. J., Jupiter Associates Inc. Req.: 1530kc, 500w, DA, D.

BP-14180 NEW Mayfield, Ky., Mayfield Bcstg. Co. Req.: 1500kc, 1kw, D.

BP-14182 NEW Tahoe Valley, Calif., Harold Bcstg. Co. Req.: 590kc, 1kw, DA, D.

BP-14183 KWKY Des Moines, Iowa, General Bcstg. Services of Iowa Inc. Has: 1150 kc, 1kw, DA-2, unl. Req.: 1150kc, 1kw, 5kw-LS, DA-2, unl.

BP-14184 NEW Riverton, Wyo., Hugh Jordan Stock. Req.: 740kc, 1kw, D.

BP-14185 NEW Butler, Mo., Bates County Bcstg. Co. Req.: 1530kc, 250w, D

BP-14189 KDSN Denison, Iowa, The Denison Bcstg. Co. Has: 1580kc, 500w, DA, D. Req.: 1530kc, 500w, D.

BP-14190 KCOW Alliance, Neb., Sandhills Bcstg. Corp. Has: 1400kc, 250w, unl. Req.: 1400kc, 250w, 1kw-LS, unl.

BP-14191 WCEF Parkersburg, W. Va., Franklin Bcstg. Co. Has: 1050kc, 1kw, D. Req.: 1050kc, 5kw, D.

BP-14192 WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co. Has: 1370kc, 1kw, D Req.: 1370kc, 5kw, DA, D.

BP-14193 NEW Burlington, Iowa, Des Moines County Bcstg. Co. Req.: 1150kc, 500w, DA, D.

BP-14194 NEW Lovell, Wyo., BGH Corp. Req.: 1050kc, 250w, D.

BP-14195 NEW Utica, N. Y., Fusco Bcstg. Corp. Req.: 1550kc, 1kw, D.

BP-14196 WGLI Babylon, N. Y., WGLI Inc. Has: 1290kc, 1kw, DA-1, unl. Req.: 1290kc, 1kw, 5kw-LS, DA-2, unl.

BP-14197 WAOV Vincennes, Ind., Vincennes Sun Co. Has: 1450kc, 250w, unl. Req.: 1450kc, 250w, 1kw-LS, unl.

BP-14198 NEW, Colorado Springs, Colo., William S. Cook. Req.: 1530kc, 1kw, D.

License renewals

WHAS Louisville, Ky.—Granted renewal of license; also granted waiver of Secs. 17.23, 17.28 and 17.43 relating to requirements for painting and lighting of tower, for duration of license period. Action July 26.

■ Granted renewal of license of following stations: WCOP-AM-FM Boston, Mass.; WCAO-AM-FM Baltimore, Md.; WLBE Leesburg-Eustis, Fla. Action July 26.

Rulemakings

PETITION FILED

Sec. 3.606. Commonwealth of Kentucky, Frankfort, Kentucky (7-24-61) Requests amendment of rules so as to reserve following uhf channels (*) for non-commercial educational use:

	Present	*Proposed*
Ashland	59—	*59—
Bowling Green	13, 17+	13, *17+
Hazard	19—	*19—
Madisonville	26	*26
Maysville	24+	82
Morehead	...	*24+
Murray	33—	*33—
Pikeville	14—	*14—
Somerset	29—	*29—
Cincinnati	5—, 9, 12, *48—, 54—, 74—	5—, 9, 12, *48—, *54—, 74—

AMENDED RULES ON LOCAL NOTICES

■ The amended text of Secs. 1.359 and 1.362 of FCC's rules concerning local notice requirements (BROADCASTING, July 31):

1. In § 1.359, paragraph (c) is amended, paragraph (d) is redesignated as paragraph (g), paragraph (e) is amended and redesignated as paragraph (h), paragraphs (f), (g), and (h) are redesignated as paragraphs (i), (j), and (k), and new paragraphs (d), (e), and (f) are added, as follows:

§ 1.359 Pre-grant procedures

(c) Except as provided in paragraph (e) of this section, an applicant filing any application or an amendment thereto, which is subject to the provisions of this section (except for applications for stations in the international broadcast service and for television translator stations) shall cause to be published a notice of such filing as follows: Notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application or amendment, or at least twice a week for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; **provided, however,** that if there is no such daily newspaper published in the community, the notice shall be published as follows:

(1) If one or more weekly newspapers of general circulation are published in the community in which the station is located or proposed to be located, notice shall be published in such a weekly newspaper once a week for the three weeks immediately following the tendering for filing of such application or amendment, or once a week for the three weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358.

(2) If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application or amendment, or at least twice a week for the two weeks immediately following notifcatton by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in the daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located;

and provided further, that in the case of an application for a permit pursuant to Section 325(b) of the Communications Act, the notice shall be published at least twice a week for the two weeks immediately following the tendering for filing of such application, or at least twice a week for the two weeks immediately following notification by the commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358, in a daily newspaper of general circulation in the largest city in the principal area to be served in the United States by the foreign radio broadcast station.

(d) If the application seeks modification, assignment, transfer, or renewal of an operating broadcast station, the applicant shall,

Continued on page 111

PROFESSIONAL CARDS

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930 Warner Bldg. National 8-7757
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Munsey Building District 7-8215
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Austin 17, Texas
GLendale 2-3073

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Service Directory

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ENGINEERING CONSULTANTS
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- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

General manager. Pennsylvania station. State past employment and references. Pertinent billings history. Run station as your own. Man we want is strong on sales. Compact staff to work with in 12 year old station. Replies to Box 466G, BROADCASTING.

For medium to small market. Must be able to purchase minority interest. Box 513G, BROADCASTING.

Sales

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

Baltimore—excellent opportunity for good producer. Multiple chain, top Baltimore indie. Box 265F, BROADCASTING.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Opportunity in large Texas market for energetic, persuasive radio salesman. Box 275G, BROADCASTING.

Account executive. Medium eastern market. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact Box 371G, BROADCASTING.

Sales manager. Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market. Box 397G, BROADCASTING.

Help wanted, salesman. Minimum five years experience in midwest. Order takers do not apply. Position offers immediate commissions on average $3,500 billing. Has gone as high as $4,700. Good solid midwest station, in business 38 years. Sickness and health insurance, vacations, credit union, and retirement plans. Position open September 15, 1961. Box 411G, BROADCASTING.

Station on the go wants man on the go. Modern format on major facility in one of America's top markets east of the Mississippi. Get your pitch in right away. Box 422G, BROADCASTING.

Experienced time salesman from Texas, Louisiana, or Oklahoma area for growing market. Liberal draw against 15 percent plus car allowance. KBRZ, Freeport, Texas.

Unusual opportunity for a man who can sell in a competitive market. Salary plus commission. Top rated Virginia 5000 watter. If you can sell, sales manager job open to you. Box 456G, BROADCASTING.

It's cool in Colorado. Sales job open at KCOL, Number 1 in Pulse for Larimer County. Salary and commission. Address Ellis Atteberry, P. O. Box 574, Fort Collins, Colorado. In Roosevelt National Forest just 45 miles from Rocky Mountain National Park.

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KVMA, Magnolia, Arkansas.

Time "idea" salesman. WACE, Box 2007, Springfield, Massachusetts. Rush resume to Bill Gallagher, General Sales Manager. State minimum draw. After you prove you are a salesman, we will talk "real money." No phone calls accepted.

Help Wanted—(Cont'd)

Sales

Experienced salesman, some announcing, needed at once. Apply by letter with snapshot to Bob Ray, WBBB, Burlington, North Carolina.

Manager for fm station in connection with successful am. Excellent opportunity with assured income. Prime duties in sales and promotion. WISM, Madison, Wisconsin.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Executive type radio salesman to join OK Group. Openings in New Orleans, Baton Rouge, or Moible. Aggressive man with experience in selling radio, television or newspaper advertising preferred. Opportunity to advance to assistant manager of an OK Group station and earn $7500 to $12,000. Good starting salary, commission, incentive bonus, insurance. Send complete details including amount of billing handled, photo, history to: The OK Group, 505 Baronne St., New Orleans, La.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street., Minneapolis 2, Minn.

Announcers

Talented personality jocks needed for top chain. Must be able to deliver top job in our top markets. To be considered send air-check and resume today to Box 919F, BROADCASTING.

Alert first phone personality for adult programming with tight production. Modern station and equipment, including cartridge tapes. Pleasant midwestern city with good climate. Excellent schools and hospitals. Living accommodations available if desired. Salary open. Air mail tape, photo, resume to Box 299G, BROADCASTING.

Combo Spanish announcer—radio operator with first class license for metropolitan New York station. Send audition tape. Write Box 389G, BROADCASTING.

Announcer—1st class phone. Personality man with adult ideas. Start at $125.00. Central states, medium market. Box 440G, BROADCASTING.

Announcer with limited experience learn while you earn, we'll teach you. Station located in western North Carolina near beautiful Great Smokey Mountains. Air conditioned studios, modern equipment and mobile unit. Box 457G, BROADCASTING.

Staff man; sports, other broadcasting, news and commercial writing. Extensive sports program possible. Experience necessary. Box 507G, BROADCASTING.

Young announcer with plenty of zip for fast moving Texas station. Ideal situation for a man with an eye for the future. Send tape and details first letter. Box 528G, BROADCASTING.

Ambitious, young combo announcer for resort area in Maryland. Potential more important than experience. If you can sell time, all the better. Chain operation, excellent future. Send resume, tape and photo immediately. Box 540G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer. Sports helpful. KVRH, Salida, Colorado.

Announcer-salesman September 1 for sparkling sound station forty miles northwest of Washington, D. C. Salary and commission. Send tape, resume and recent photo to Dick Lee, WAGE, Leesburg, Virginia. All references will be checked.

Kilowatt fulltimer needs first-phone announcer, pop or country. Send tape, resume to Art Grunewald, WCTT, Corbin, Kentucky.

New station needs staff. Announcers with first phone experienced in installation. First phone with news, copy announcing experience. Salesmen that can produce. Send tapes, resume, snapshot to WEEE, 90 State Street, Albany, N. Y.

Three experienced announcers. Expanding our operation. Send all details along with tape. No prima donnas. No collect phone calls. Nathan Frank, WHNC, Henderson, N. C., Geneva 8-7136.

Permanent position for combo man with first class ticket. Some experience expected. Established stations. Mr. Bill, WIMS, Michigan City, Indiana.

Two eager top 40 jocks needed. Full of swing and personality. Rush resume and tape to Johnny Canton, WRAW, Reading, Pa.

Combo man. Announcer with first phone. Maintenance a must. WRUM, Rumford, Maine. Send tape, resume to M. L. Stone, Lobster Network, Columbia Hotel, Portland, Maine.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Georgia.

Rand Broadcasting Company — WINZ, Miami, WINQ, Tampa, WEAT, WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Announcer (experienced only) new daytimer Sheldon, Iowa. Ideal hours. Pay $80 weekly, rapid advance. Write and tape E. C. Stangland, 1701 E. 26th St., Sioux Falls, S. D.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Technical

Chief engineer capable of some announcing with strong Indiana station, excellent community, salary open. Send tape, past experiences and schooling information to Box 426G, BROADCASTING.

5 kw—Virginia—1st. Ticket—give full details and references. Box 483G, BROADCASTING.

Preventive maintenance is our problem. Need chief engineer—experienced—RCA 5000 watt transmitter, directional antennas. Limited announcing on weekends. Salary to match ability. Send tape, photo, resume immediately. R. Scott Webb, Program Director, WCOA, Pensacola, Florida.

Help Wanted—(Cont'd)

Technical

Needed immediately. Chief engineer, heavy on announcing for progressive daytimer. Salary to match qualifications. Reply WFAG, Farmville, N. C.

Chief engineer, some announcing, WRJW, 5 kw, Picayune, Mississippi.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Top-flight chain needs seasoned newsmen with abilities at creative, dramatic rewrite and ferreting out local news. Send sample of rewrite, air-check, and resume to Box 918F, BROADCASTING.

Traffic director, large, midwestern network station. Must be mature, very professional. Write with complete resume, references, photo to Box 515G, BROADCASTING.

Experienced fm programmer needed for newly formed fm operation in large midwest market. Must be creative and take-charge type individual. Rare opportunity to join aggressive top flight management team. Willing to invest preferred but not mandatory. Send complete resume and photo in confidence. Box 535G, BROADCASTING.

Newsman with copywriting experience. $400 per month start, KBRZ, Freeport, Texas.

WLUK-TV, Green Bay seeking experienced newsman to build news department. Send audition to R. W. Grandle, Box 549, Green Bay, Wisconsin.

Full tuition in exchange for 20 hours weekly office work. Nat. Academy of Broadcasting, Washington 10, D. C.

RADIO

Situations Wanted—Management

Going up! Assn't or sales management—and operations manager—8 years in Broadcasting—experience—all phases young, aggressive, university graduate radio-tv-$650. Box 256G. BROADCASTING.

Assistant manager. Knows traffic, copy, programming, first ticket. Best detail man in the business. 15 years experience. Box 375G, BROADCASTING.

Available, manager for small station. Veteran in the field. Thoroughly experienced all phases. Married, children, honest, reliable, successful. Write Box 400G, BROADCASTING.

Program director of one of New York state's most successful operations, desires change . . . 12 years in radio, as dj, newscaster, and now program director. . . . Box 486G, BROADCASTING.

Station manager—Sales manager with fifteen years experience in radio and tv in large and medium sized markets. Strong on national and local sales. Thoroughly qualified in all phases of station operation. Excellent references from present employer, national reps, and leading agencies. Willing to travel for group of stations. Box 488G, BROADCASTING.

Final move for general manager. 16 years success sales and management: mature, excellent character. Solid organization small or medium market. Picture, resume available. Box 496G, BROADCASTING.

Assistant Manager—Small or medium market. Emphasis on programming, station and sales promotion. 26. B.S. degree. Three years' radio, two TV, two in consumer product advertising. Looking for eventual management. Consider stock as part of salary. Prefer Va., N.C., Maryland. Box 512G, BROADCASTING.

Manager—strong on sales wishes to relocate Ohio, Pennsylvania, N. Y., Maryland, Virginia, willing to invest. Box 517G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Background includes commercial management, sales representative for multiple ownership, programming. Twelve years radio experience, college education, married. Seeking general manager's position with well established organization either in U. S. or abroad. Box 545G, BROADCASTING.

Efficiency consultant—expert on problem or new stations. Will find the weak points of your property and set it as an efficient, well-organized operation. 12 years experience in radio programming, sales, effective administration. Period of consulting will be mutually decided upon evaluation. Available Sept. 10. Write James Psihoulis, Managing Consultant, P. S. Broadcasting Corp., 3113 Grant Building, Pittsburgh, Pennsylvania.

Late on top pop records? Does your competition seem to have you beat? Then be first-really first in your market with all the latest top pop artists—all labels—mailings three times a week—one month trial—no obligation. Call/write T. R. Productions, 830 Market, San Francisco, California. EXbrook 2-1755.

Sales

Man, 31, now selling in ten-station market, seeks move to smaller market. "Can do anno plus sales or single. What have you?" Call 298-3090—write R. H., 8907 Cordova, N.E., Albuquerque, New Mexico.

Sales department: Beginner, currently employed as sales manager with small radio station. Would like job with larger station that will further train him for a permanent position with them. Write Travis Jackson, Box 87, Washington, Georgia.

Announcers

Staffer-combo experience in large northeastern market, now a student, seeking weekend employment within 200 miles of Boston. Box 323G, BROADCASTING.

Negro announcer available soon. Desires major market. However will consider smaller market with opportunity. Box 489G, BROADCASTING.

Deep voice—deejay-newsman currently top-rated medium midwest market I'm looking! Box 415G, BROADCASTING.

Ayem dj—Long wearing variety. Top competitive ratings. PD experience. Sales interest. East-near midwest. Interview. 33, family, best references. Box 425G, BROADCASTING.

Help! I'm stuck in a dead end Lombardo mill. I need to swing on your top 40 station. 4 years experience. Box 428G, BROADCASTING.

Announcer, disc jockey, I'll be honest we all had to start somewhere, and this is mine. Have extensive school training. Right, willing and able to work. Box 442G, BROADCASTING.

8 years experience. 3 years present position, 27, college graduate and family. Seeking station needing mature, dependable and permanent announcer for play-by-play, p.d. and staff announcer. Southeast, midwest. Box 449G, BROADCASTING.

Announcer—Experienced, vet, family. Sales, news, country, pop. Good morning man. Texas only. Box 467G, BROADCASTING.

Single girl wanted as partner. Comedy-dj show. Box 471G, BROADCASTING.

Sportscaster. Varied experience play-by-play, special events. Veteran, 23. Presently employed sports, news director, assistant pd, board work. Box 474G, BROADCASTING.

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Real no talent, with personality. Have little experience. Needs employment. Box 481G, BROADCASTING.

Pleasant, relaxed for adult audience. 4 years experience. Knowledge tasteful music. Box 482G, BROADCASTING.

Right man for the right job. Top rated dj, first phone, wants to relocate. Knows production, experienced play-by-play. Presently employed. Minimum $550 monthly. Box 484G, BROADCASTING.

Top jock for top market. Box 499G, BROADCASTING.

Have worked announcer, copywriter at 5 kw, newsman at 50 kw, first phone, extensive (non-broadcast) management experience, deep voice, want job northeast, $135 minimum. Box 500G, BROADCASTING.

Swingin' top 40 jock seeks swingin' top-rated station. Personality, plus pleasing sound. Reply: Box 501G, BROADCASTING.

Top 40 musicman desires major market location. Experienced in all phases of radio. Past pd and nd. Reply: Box 502G, BROADCASTING.

The Continental is now available. The Yul Brynner of the air: an unusual radio personality of tremendous appeal! You may try him on tv: Might be your fortune. Will accept highest stated salary. Box 505G, BROADCASTING.

Announcer: Good voice. Desire Wisconsin—Michigan am-fm. Family. Box 518G, BROADCASTING.

Top rated major market adult personality. Tape, resume upon request. Box 519G, BROADCASTING.

Experience? 13 years, announcing, production, sales. Radio, television. Family. $125.00. Box 522G, BROADCASTING.

Young veteran, seeks start small station. Some college, resume, tape available. Box 523G, BROADCASTING.

Mature, modern dj, 2 years experience, college graduate. 29, desires position with progressive station. Box 524G, BROADCASTING.

Disc jockey—programming. 13 years radio. Past 4 years major midwest station. Want to relocate in top southern market. Box 525G, BROADCASTING.

Sports announcer football, basketball, baseball play-by-play. Finest references. Box 527G, BROADCASTING.

Young, announcer—not screaming R&R man, seeks staff job in New York State or Connecticut, tape, resume on request. Box 530G, BROADCASTING.

Experienced "quality announcer dj 5 years" experience good market—good pay man, I'll sell it. Box 532G, BROADCASTING.

AM disc jockey, experienced, seek permanent position in south, can adjust to your format. Box 533G, BROADCASTING.

Showman-disc-jockey (only) with teenage appeal (only) . . . plans witty, exciting, original (show), and presents it with personality. Experienced, married, presently employed. Wants to relocate to permanent position. Prefers new station, or small town (swinging) station in Alabama, Tenn., Miss. Tape on request. Box 536G, BROADCASTING.

Broadcasting school graduate wants position. One year experience. Good on news and music. Emphasis on jazz, big band. Box 541G, BROADCASTING.

Serious music stations: 7 years experience music pd-announcer strong on languages. News forte. Locate east coast. Tired vacuous west. Box 544G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

$5,800—plus earned increments. Basic working newsman. Capable in performance of: writing, editing, beeper, outside broadcasts, field work—tape and mobile. Staff secondary. Box 547G, BROADCASTING.

Announcer-dj 1 year experience. Would like all nite show but will consider others. Contact: Jim Davis, Box 121, Milan, Ohio.

Announcer, some experience, own board, bright deejay. Business college in sales—copywriting. Musician, family, car, vet. Steve Roberts, 601 West 163rd St., New York 32, N. Y., LO 8-5839.

Technical

First phone—dependable, 37, single, good maintenance, SRT grad, sober, seeks Virginia, Kentucky area, available immediately. Box 820F, BROADCASTING.

Summer replacement till September 19, first class license, experienced, commercial license since 1955. Ham license since 1953. College graduate. Box 487G, BROADCASTING.

FCC 1st class license thorough background in all aspects of the techniques of broadcasting. Box 531G, BROADCASTING.

Exp. adult C&W programming. 1st phone, married. Prefer northwest. Good references. Phil Sutton, 212 E. Park, San Ysidro, Calif.

First phone, desires work on west coast. George Warner, 694 W. 10th, Eugene, Ore.

Production—Programming, Others

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Top-rated morning man-program manager, with first phone. 5 years present position; 15 years total experience, including 50kw. College degree in journalism, news experience includes network assignments. Warm, friendly, sincere on-the-air personality, radio and television. Minimum $150.00 weekly. Box 296G, BROADCASTING, or call Atlanta 794-3564.

Top notch newsman—Likes the Minnesota, Wisconsin, upper Michigan area. Four years experience. Handle directorship. Write Box 383G, BROADCASTING.

Need live, mature newsman? Vast experience, top voice, fast rewrite. Box 410G, BROADCASTING.

Newsman—Mature, competent, experienced, good references. Seeks position with news conscious station. Tape, resume Box 438G, BROADCASTING.

Twenty-two (22) years same network affiliated station. Relocating Denver November. Operational experience—all programming, production, straight and talent announcing. Complete detailed material. Box 469G, BROADCASTING.

Production firm producer recently fired by nicest, most creative broadcaster in nation. Reason: My creative ideas not saleable. Too theoretical and un-realistic for present day radio. Let's talk about your views regarding future of radio programming. Been in industry only five years and very young. Box 473G, BROADCASTING.

Sportscaster, newsman, top-notch play by play. College, high school football, basketball, baseball. Sharp news. Young, married, want permanence. Presently west, prefer midwest. Consider all. Box 485G, BROADCASTING.

Newsman, 23, college graduate, 5 years experience with 5000 watt radio, 100,000 watt television. Resume, tape, photo, excellent references. Will consider all areas. Box 498G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Sales 4 years, sales management 2 years, general management 5 years. Medium and large markets. Air, copy, sales, presentations, promotions, editorial writing throughout the 11 years. No starry eyed ambitions for the manager's desk — I've been that route. Want to do what I enjoy the most and do the best: programming and production. Long on soft-sell personal air approach. Communicator not pitch-man. References. 35. Family. No small markets. Want west. Box 490G, BROADCASTING.

Experienced promotion manager: Rating builder. Winner in national promotion contest. Presently employed in top 30 market, but want to relocate in Midwest. Seek #1 or 2 p.m. spot in progressive station. Best references. Box 495G, BROADCASTING.

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

I know what news is—and what to do when confronted with news. If you're interested in aggressive, versatile young man who takes pride in being a responsible journalist, then I'd like to hear from you (A.M. or T.V.). Background in both. Excellent references. Box 537G, BROADCASTING.

European born married man, 30, masters degree in Political Science is looking for rewarding position in news with progressive radio-tv station. 4 languages and fluent knowledge of current news stories, write Box 538G, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager vhf station. Opportunity to become general manager. Fine chance for young, active sales manager to go forward with multi-owned station. Sales effectiveness important. Write Box 357G, BROADCASTING.

Sales

General manager—sales manager. Unusual opportunity for capable sales manager television experience to become general manager vhf station. Write Box 356G, BROADCASTING.

Aggressive, experienced tv salesman to well established vhf in second largest market in Michigan. Good opportunity for the right man. Salary plus commission. Car furnished. Paid insurance. Send detailed information to WNEM-TV, Bishop Airport, Flint, Michigan.

Energetic, aggressive tv salesman must be ambitious and a worker. Radio salesmen who are top producers will be considered. Good money, big incentive in nation's tenth market, Washington, D. C. Station is independent and on the go. Here's your opportunity to get into Metropolitan Broadcasting. Send background, photo and detailed information to Mr. Gustafson, WTTG, Raleigh Hotel, Washington, D. C.

Announcers

Wanted—Announcer with strong accent on sports for "on-camera" air work. Fine opportunity with expanding vhf station in east. Send resume, photo and tape immediately to Box 287G, BROADCASTING.

Personality announcer to handle live commercials and ad lib programs. Three-station midwest market. $115. Send photo and details. Tape requested later. Box 476G, BROADCASTING.

On camera tv announcer needed immediately. Experienced radio announcer considered. Ohio, Indiana, Illinois or Michigan person preferred. Interview necessary. Send tape—photo—resume and salary expected to WIMA-TV, Lima, Ohio.

Help Wanted—(Cont'd)

Announcers

Announcer for major midwest radio-tv station. Outstanding opportunity for experienced man with mature approach on mike and on camera. Full information first letter. Box 546G, BROADCASTING.

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Production—Programming, Others

Directors—If you get a thrill out of live, vital production. If you want to be part of an aggressive, "heads-up" organization. If you want to be part of America's outstanding broadcast firm. . . . apply Box 477G, BROADCASTING.

Attention film directors!! Large market prestige station interested in young, orderly, aggressive, experienced film director. Must have television station experience in organization, editing and management of film department. Apply Box 478G, BROADCASTING.

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

Chief photographer to take over news film department in major mid-west market. Please send samples of work. Box 539G, BROADCASTING.

News director KIFI-TV, Idaho Falls, Idaho. Prefer someone with 16mm experience, would like someone who serves as newscaster as well as director.

TELEVISION

Situations Wanted—Announcers

Major market radio announcer seeking television. For tape, photo contact Box 520G, BROADCASTING.

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

"Strong tv announcer, versatile, university graduate 37, needs greater challenge. Made chief announcer after 1 year. Specialty—"on camera" work. Box 529G, BROADCASTING.

Technical

Chief engineer, age 38, available for am, fm or tv operation. Twenty years experience all phases of design, construction, maintenance and management. Seeking permanent position in a stable operation. Box 384G, BROADCASTING.

Two years exp, 15 months control room oper, 9 months transmitter engineer, tech school grad, vet, seeking permanent position. Box 472G, BROADCASTING.

Man available end of September for either a chief engineer's or assistant chief's position whose prime qualification is the ability to operate the engineering department smoothly on the least money possible. 20 years of television and radio engineering. Salary open. Box 514G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

One of the top engineers in the tv industry. Years of experience in all phases of tv technical operations. Good leader, fine administrator. If you need top technical administration write Box 516G, BROADCASTING.

Production—Programming, Others

Director, production manager, program director or operations manager. Eight years radio-television. Excellent references. Minimum $160. Write Box 268G, BROADCASTING.

Young news director in one station market seeks advancement to assist N.D. or news staff of larger operation. Married, 24, college grad, 4 years in broadcasting, 2½ in present position. Box 318G, BROADCASTING.

Award-winning tv promo manager for top 30 market. Fine background and experience in planning and execution of audience and sales promotion. 30 years old; 7 years in tv-radio; creative and analytical; college graduate; sales and audience oriented; knowledge of all media; makes numbers talk. Contact Box 450G, BROADCASTING.

Producer-director available for immediate employment. Have severed with station after 7 years. Wish company with future. Know all phases operation. Can do air if needed. Box 381G, BROADCASTING.

Experienced television director—also interested in traffic. BA degree, service completed, will locate anywhere. Each inquiry brings immediate reply. Box 468G, BROADCASTING.

Eleven years all phases of sports broadcasting, emphasis on play-by-play, desire first or second position in major sports operation. Married, 34, college, veteran. Box 479G, BROADCASTING.

Would 11 years radio experience—including 4 years sales, 2 years sales management, 5 years general management—be of value to your station? Fully experienced all phases: air, copy, sales administration, presentation. No covetous eye for the manager's office—I've been there. Want to do what I enjoy the most and do the best: programming and production. Long on and successful with interviews, commentaries, panels—any programming with people. Communicator not pitch-man. References. 35. Family. College graduate (if that's important). Want west. Box 491G, BROADCASTING.

Producer-director with eight years television experience, top 10 market. Desires opportunity production manager, program director. B.S. in Speech. Age 34. References. Box 521G, BROADCASTING.

Director—Experienced, degree in broadcasting. Commercial or educational station considered. Married, military completed. Resume on request. Box 177, Marion, Ohio.

Children's personality and recording star available, with a proven successful show with ratings from 15-20 and with sponsors national and local. My show is a live audience participating kids program that provides wholesome entertainment for all the family. Recently completed 4 years of daily shows at 5 p.m. on channel 13, Cadillac, Michigan. Did same 4 years on WHIO-TV in Dayton, Ohio and 2 years on the Crosley TV Network at WLW in Cincinnati. Also interested in acting as m.c. for your cartoon packages or a country music adult show. Married, family man, age 34 with excellent references. Will relocate anywhere, any size market. For more information, write on phone Kenny Roberts "The Jumping Cowboy," R.R. #1, Cadillac, Michigan. Prospect 5-3929.

FOR SALE

Equipment

Used 50 kw transmitter, Western Electric type 407A-4 in good condition with spares. Priced at less than one-fourth cost of new transmitter. Can be handled with as little as 10% down. Box 192G, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Clean G. E., 3kw fm transmitter ready to go on air, bargin at $3000. Box 295G, BROADCASTING.

Used broadcast equipment. Comworks. Been replaced by new. Reasonable. Box 486, Spartanburg, South Carolina.

Gates ST101 spot tape used less than one year, excellent condition $700.00. 23C WE console for production room $75.00. GN Presto recorder $100.00 KGBC, Galveston, Texas.

Used-Gates 250GY transmitter 6 years old, excellent condition, plus plenty of spare parts and tubes. Will deliver and install 200 mile radius or ship FOB WDSR, Lake City, Florida.

WLUK-TV, Green Bay now constructing tallest tower in state, and as result offers for sale present tower two years old, excellent condition. 800 ft. plus, designed to go to 1500 ft. if necessary. Contact R. W. Grandle, Box 549, Green Bay, Wisconsin.

Used component phasing equipment parts for four-tower directional antenna, E. F. Johnson manufacturer, 5 kw capacity, 570 kc, original cost excess five-thousand dollars, you can buy the lot delivered our plant five hundred dollars. Itemized list available. Contact W. P. Williamson, WKBN, Youngstown, Ohio, STerling 2-1145.

"News wagon—1959 Chevrolet—complete with fm two-way Motorola 60 watt base station and 30 watt mobile crystal controlled police radio, revolving domelight, speakers, many extras, excellent condition. Price $2,750.00, WRVM, Rochester, New York."

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A.M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, California.

Am. fm. tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Small full or daytime a.m. station wanted to buy or lease in midwest or south. Box 465G, BROADCASTING.

Western States. Non-metro areas. AM or fm. All replies answered. Box 494G, BROADCASTING.

Financially responsible, seeks small owner—operator. Property in expanding medium sized market—Replies confidential Box 506G, BROADCASTING.

Equipment

Western Electric 1126 limiter amplifier. Must be in first-class condition Write Box 409G, BROADCASTING.

Wanted: Cine voice Auricon camera with variable area galvo . . . any condition . . . send details to: Gene Willman, WGAN-TV, Portland, Maine.

Gates Sta-Level or equivalent in good condition. WJAG, Norfolk, Nebraska.

FM frequency and modulation monitor, must be in excellent condition. WOTW, Nashua, New Hampshire.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

"Complete line videotape studio and mobile equipment. List items and prices by mail to Keith Price, 7115 Hillcrest Road, Alexandria, Va."

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11; January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing: Correspondence certificate course with manuals voice and writing lessons, recording and tape. Also self-study unit. America's pioneer broadcasting school, National Academy of Broadcasting. Washington 10, D. C.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road. Dallas 35, Texas.

MISCELLANEOUS

Proof of performance made easy! 10 year supply of forms for recording FCC required data for $5 postage paid. Check or money order to Box 470G, BROADCASTING.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2). 65 Parkway Court. Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Bingo cards for radio and television programs personalized with your advertisement (you furnish art work) seven days delivery. $1.50 per 1000 F.O.B. Sweetheart Mountain Productions, 1245 South Inca St., Denver 23, Colorado, RAce 2-1940.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates. call/write TU 6-4429, P.O. Box 802. Watertown, So. Dak.

RADIO

Help Wanted—Management

GENERAL MANAGER

New owner of long established fulltime radio station in well-known midwestern market seeking management, preferably now with first or second rated station in competitive area. Must have demonstrated experience in modern radio operation and able to revamp programming, ratings and billings of present old fashioned operation. Owner will provide adequate promotion and operational budget to do the job. Can only consider proven radio expert who can take complete responsibility for absentee owner and expect to compensate accordingly. Apply in complete confidence to:

Box 542G, BROADCASTING

Help Wanted—(Cont'd)

Announcers

AIR PERSONALITY

Major eastern market station, group operation, seeks exceptional, versatile talent for key drive-time program segment. Excellent opportunity with one of nation's pioneer facilities. Submit tape and resume to:

Box 204G, BROADCASTING

Production—Programming, Others

TOP 10 MARKET
RADIO STATION PROMOTION MANAGER

If you are an aggressive, quick-thinking idea promotion guy or gal, we are interested in talking to you. We have a position at one of America's great radio stations that is challenging as well as rewarding. Promotion experience absolutely necessary; should be familiar with on and off the air promotions, contests, etc. Send resume, picture and, if possible, some samples to

Box 493G, BROADCASTING

RADIO

Situations Wanted—Management

DAYTIMER-ITIS

Severe case. Have been 14 years, same station. Last 7 as manager. 6 of 7 made money. Also located and was active in purchase of sister station daytimer and made it consistant money maker since purchase. Ready to leave the ulcers to the daytimers. Looking for full time "sick" indie that I can doctor into the #1 station in the area. I have the know how—how now do I get in contact with you? South or Southwest preferred.

Box 503G, BROADCASTING

RADIO MANAGEMENT

Experienced, fully qualified, major market. Exceptional references. Would like to explore new association.

Box 480G, BROADCASTING

MONEY

Doesn't grow on trees, but I know a 50KW tree that could turn green overnight with right touch. You could weigh the money instead of counting it each month. Need financially secure backing and I'll do the rest.

Box 504G, BROADCASTING

FOR SALE

Equipment

ATTENTION TV ENGINEERS

Add reliable control circuits to your existing STL. Equipment compatible with RCA diplexers.

Write for Details

MOSELEY ASSOCIATES

4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

MISCELLANEOUS

Colorful
RADIO MARKET SHEETS *and* **COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

STATIONS FOR SALE

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

CALIFORNIA 5KW FULLTIME

Serving highly prosperous and heavily populated growth area. Fine small city ideal for California family living. Billing in excess of $150,000 with good owner earnings. Asking $275,000 on very favorable terms with real estate included.

Box 972F, BROADCASTING

CHOICE ROCKY MOUNTAIN

An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

FLORIDA OWNER

With family in North Carolina wants to sell 250-watt fulltimer in growing area . . . and would consider trade for North Carolina . . .or possibly South Carolina or Virginia. Write:

Box 437G, BROADCASTING

FOR SALE

Stations

CONSTRUCTION PERMIT

Small market. West.

Box 492G, BROADCASTING

Absentee owner will lease with option to buy, long established 250 full timer in good solid southwest market serving quarter million in primary and secondary areas. Only station in city. Can go to 1 kw day with small investment. Excellent service record with good profit history. Twenty five thousand will handle by qualified responsible person. No brokers.

Box 497G, BROADCASTING

GUNZENDORFER

LAS VEGAS NEVADA. Excellent daytimer in "Glamour Capital of the World." Price includes FM grant. Asking *$100,000.*

ARIZONA. Fulltimer. Can be bought with $50,000 down. *"A GUNZENDORFER exclusive."*

CALIFORNIA. Fulltimer with daytime 1KW grant in growing market asking *$175,000* with 29% down.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

7 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.

Box 9266 GL 3-8080

AUSTIN 17, TEXAS

Ala	single	daytimer	$ 75M	terms
Ohio	single	daytimer	120M	29%
Ky	single	daytimer	75M	20dn
Ariz	small	fulltime	75M	terms
N.D.	medium	regional	90M	29%
S.E.	medium	power	80M	22dn
Fla	medium	local	175M	29%
Calif	sub-metro	regional	100M	29%

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

NORTH CENTRAL. Doing $90,000. Asking $90,000. $20,000 down.

EAST. Top Market. Asking $120,000. 29% down.

CALIFORNIA. Exclusive. Asking $110,000. Terms.

SOUTH. $20,000 full price. Terms.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 104

in addition to publishing a notice of such filing as provided in paragraph (c) of this section, cause the same notice to be broadcast over that station at least once daily on four days in the week immediately following the tendering for filing of such application, or in the week immediately following notification by the Commission pursuant to SS 1.354, 1.355, 1.356, 1.357, or 1.358. Such notice shall be broadcast during the following periods:

(1) For television broadcast stations, between 7 p.m. and 10 p.m.;

(2) For standard and fm broadcast stations, between 7 a.m. and 10 a.m.

(e) If the station in question is the only operating station in its broadcast service which is located in the community involved, publication of the notice in a newspaper, as provided in paragraph (c), is not required, and publication by broadcast over that station as provided in paragraph (d), shall be deemed sufficient to meet the requirements of paragraphs (c) and (d) of this section.

(f) The notice required by paragraphs (c) and (d) of this section shall state:

(1) The name of the applicant, if the applicant is an individual; the names of all partners, if the applicant is a partnership; or the names of all officers and directors and of those persons holding 10% or more of the capital stock or other ownership interest if the applicant is a corporation or an unincorporated association (in the case of applications for assignment or transfer of control, information should be included for all parties to the application).

(2) The purpose for which the application was filed, (i.e., construction permit, modification, transfer or assignment of control, renewal, etc.).

(3) The date when the application or amendment was filed with the commission.

(4) The call letters, if any, of the station, and the frequency or channel on which the station is operating or proposes to operate.

(5) In the case of an application for construction permit for a new station, the facilities sought, including type and class of station, power, location of studios, transmitter site and antenna height.

(6) In the case of an application for modification of a construction permit or license the exact nature of the modification sought.

(7) In the case of an amendment, to an application, the exact nature of the amendment.

(8) In the case of applications for a permit pursuant to section 325(b) of the Communications Act, the call letters and location of the foreign radio broadcast station, the frequency or channel on which it operates and a description of the programs to be transmitted over the station.

(9) In the case of an application for renewal of license, as follows:

"The application of this station for a renewal of its license to operate this station in the public interest was filed with the Federal Communications Commission on . . . . . Members of the public who desire to bring to the commission's attention facts concerning the operation of the station should write to the Federal Communications Commission, Washington 25, D. C., before . . . . . Letters should set forth in detail the specific facts which the writer wishes the commission to consider in passing on this application.

(h) Within five days of the last day of publication or broadcast of the notice required by paragraphs (c), (d), or (g) of this section, the applicant shall file a statement in triplicate with the commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the text of the notice, and/or, where applicable, the dates and times that the notice was broadcast. When public notice is given by other means, as provided in paragraph (g) of this section, the applicant shall file, within five days of the giving of such notice, the text of the notice, the means by which it was accomplished and the date thereof.

2. In § 1.362, paragraph (b) is amended, paragraph (c) is amended and redesignated as paragraph (g), paragraph (d) is redesignated as paragraph (h), and new paragraphs (c), (d), (e), and (f) are added as follows:

§ 1.362 Designation for hearing; local notice; conditional grant.

(b) Except as provided in paragraph (d) of this section, when an application subject to the provisions of § 1.359 is designated for hearing, the applicant shall cause to be published a notice of such designation as follows: Notice shall be published at least twice a week for the two weeks immediately following release of the commission's order specifying the time and place of the commencement of the hearing in a daily newspaper of general circulation published in the community in which the station is located or proposed to be located; **provided,** however, that if there is no such daily newspaper published in the community, the notice shall be published as follows:

(1) If one or more weekly newspapers of general circulation are published in the community in which the station is located or proposed to be located, notice shall be published in such a weekly newspaper once a week for the three weeks immediately following the release of the commission's order specifying the time and place of the commencement of the hearing:

(2) If no weekly newspaper of general circulation is published in the community in which the station is located or proposed to be located, notice shall be published at least twice a week for the two weeks immediately following the release of the commission's order specifying the time and place of the commencement of the hearing in the daily newspaper having the greatest general circulation in the community in which the station is located or proposed to be located. **and provided further,** that in the case of an application for a permit pursuant to Section 325 (b) of the Communications Act, the notice shall be published at least twice a week for the two weeks immediately following release of the commission's order specifying the time and place of the commencement of the hearing in a daily newspaper of general circulation in the largest city in the principal area to be served in the United States by the foreign radio broadcast station.

(c) When an application which is subject to the provisions of §1.359 and which seeks modification, assignment, transfer, or renewal of an operating broadcast station is designated for hearing, the applicant shall, in addition to publishing a notice of such designation as provided in paragraph (b) of this section cause the same notice to be broadcast over that station at least once daily on four days in the week immediately following the release of the commission's order specifying the time and place of the commencement of the hearing. Such notice shall be broadcast during the following time periods:

(1) For television broadcast stations, between 7 p.m. and 10 p.m.

(2) For standard and fm broadcast stations, between 7 a.m. and 10 a.m.

(d) Where the station in question is the only operating station in its broadcast service which is located in the community involved, publication of the notice in a newspaper as provided in paragraph (b) is not required, and publication by broadcast over that station as provided in paragraph (c) shall be deemed sufficient to meet the requirements of paragraphs (b) and (c) of this section.

(e) The notice required by paragraphs (b) and (c) of this section shall set forth:

(1) The name of the applicant or applicants designated for hearing.

(2) The call letters, if any, of the station or stations involved, and the frequencies or channels on which the station or stations are operating or proposed to operate.

(3) The time and place of the hearing.

(4) The issues in the hearing as listed in the commission's order of designation for hearing.

(f) When an application for renewal of license is designated for hearing, the notice shall contain the following additional statements:

(1) Immediately preceding the listing of the issues in the hearing: "The application of this station for a renewal of its license to operate this station in the public interest was filed wih the Federal Communications Commission on . . . . . After considering this application, the Commission has determined that it is necessary to hold a hearing to decide the following questions:"

(2) Immediately following the listing of the issues in the hearing: "The hearing will be held at . . . . . commencing at . . . . . on . . . . . 19 . . . . Members of the public who desire to give evidence or testimony concerning the foregoing issues should write to the Federal Communications Commission, Washington 25, D. C., before . . . . . Letters should set forth in detail the specific facts of the evidence or testimony which the writer wishes to give. If the Commission's staff believes that the evidence or testimony is legally competent, material, and relevant to the issues, it will contact the person in question."

(g) Within five days of the last day of publication or broadcast of the notice required by paragraphs (b) and (c) of this section, the applicant shall file a statement in triplicate with the commission, setting forth the dates on which the notice was published, the newspaper in which the notice was published, the text of the notice, and/or, where applicable, the date and time the notice was broadcast.

Weight Controllers Need Sound Advice — Not More Fads!

Obesity Usually Is Symptomatic Of Disease That Needs Treatment

400 Million Pounds Of Excess Weight

If Americans sometimes look tired to you, just consider that we are carrying around some 400 million pounds of weight (a conservative estimate!) that we not only don't need but which, life insurance company statistics suggest, is unnecessarily shortening our life span.

Obesity, often the symptom of psychological distress, is certainly one of the major health problems facing Americans, and it is pitiful to note how the faddists and quacks, as well as many otherwise respectable purveyors of foods and drugs, have jumped onto the bandwagon with nostrums and gadgets that do an amazingly successful job of lightening pocketbooks but seldom accomplish much in actual body weight loss.

There is no doubt that we must give more attention to the problem of weight control, but this concern should be based on understanding of the problem and what medical and nutrition scientists have been able to determine as being proper approaches to solving the situation.

Weight Control Is A Lifetime Task

It seems quite likely that the food habits we develop as small children are as important to future weight control as almost any other factor. If food becomes a substitute for the kind of personal interaction the child needs with members of his family, then he is acquiring the type of food habits that may very easily lead him into the obese category throughout life. It will be doubly difficult for him to beat the weight problem later in life also.

Food, of course, is much more than stoking the furnace to provide immediate energy. In all societies certain rituals develop around food consumption. There have been societies, too, in which obesity was a symbol of high status and affluence, and doctors in this country still find some traces of this kind of thinking when they must treat infants who have been overstuffed with food to make them fat.

Mass Media Play A Key Information Role

In a study of consumer attitudes conducted for the American Dairy Association in the spring of 1959, Alfred Politz Research, Inc., reported that newspapers and magazines, and to a lesser extent radio and television, play a very important role in providing information about diets, usually for weight reduction. About 46% of the total national sample of adults interviewed indicated they had obtained diet information from non-professional sources. Of this group 37% reported they found their information in newspapers and magazines and that 22% of them actually took some diet action.

In the case of radio and television 28% of the group who obtained information got it from these media, and 14% took some action.

This, of course, reaffirms the importance of the mass media as sources of health and food information. This also stresses the tremendous responsibility which the media must assume and practice in disseminating health and diet information.

Faddists And Quacks Don't Help Health

Much too often the food faddists and health quacks, making sensational charges of one kind or another, seem to be far more successful in gaining attention than do the professionals in health and medicine and nutrition whose advice is much more cautious and not nearly so dramatic. The mass media can help the American people avoid the oftentimes dangerous advice offered by the quacks and faddists by checking sources of information more closely.

Weight control is not a simple matter of going on a crash diet. It is a lifetime project and should be one that is carefully planned with the obese person's physician or a well qualified nutritionist. Frequently the psychological problems of which the obesity is a symptom must be solved first. People who eat to satisfy other than food needs will not be helped, may, indeed, be harmed, if they adopt the on-again, off-again crash diets which are so popular in the mass media.

Building Health Is Everyone's Job

Good health is a precious possession which is available to most of us if we will follow certain rather simple rules. Eating a well balanced diet that contains only enough calories to supply daily energy needs is one of these rather simple rules that is so easily violated. However, it is entirely possible that more people could be influenced to eat properly if all of us—the food industry, the medical profession, and the mass media—work together to explain the facts and avoid the temptation to profit from temporary fads.

Providing people unsound diet information may attract attention, and it is no crime in most circumstances. However, all of us certainly should let our consciences be our guide and ask: will this promote good health, or is this merely another passing fad or fancy that will probably do more harm than good?

american dairy association

The Voice of the Dairy Farmers in the Market Places of America

20 North Wacker Drive Chicago 6, Illinois

OUR RESPECTS to Senator Warren Grant Magnuson (D.-Wash.)

All is not bleak on the 'New Frontier'

To broadcasters across the country who may feel they have few friends in Washington these days, the presence there of Sen. Warren Grant Magnuson (D-Wash.), chairman of the Senate Commerce Committee, offers some reassurance that all is not bleak on the New Frontier.

One network vice president headquartered in Washington described the veteran legislator recently as a "reasonable guy, easy to get along with. You can talk to him," he added, indicating by his tone of voice that he regarded this as a rare and commendable quality.

Other industry people echo these sentiments. All agree that the senator from the Far West isn't after any broadcasting scalps.

Technically, at least, Sen. Magnuson, generally referred to as "Maggie," is a broadcaster himself. He owns about 4% of KIRO-AM-FM-TV Seattle, his home town. And although he doesn't participate in the management of the properties, he is a member of the Washington State Broadcasters Assn., and attends their meetings regularly. In addition, the Broadcast Pioneers awarded him a life membership, and gave him membership card No. 1, during the NAB convention last May.

Magnuson On Minow ▪ This doesn't mean that Sen. Magnuson has become a secret lobbyist for the broadcast industry. On the contrary, he has publicly backed Newton N. Minow, the controversial FCC chairman, arguing he may be just what the broadcasting industry needs—someone who will stir things up, or, as he more graphically expressed it, "a pike in a carp pond."

But his long experience with legislation affecting the broadcasting industry —in 1938, while a member of the House, he was appointed to the first special committee created to study the FCC—and his many friendships among broadcaster groups have given him considerable insight into the problems of the individual broadcaster and the industry. He isn't likely to be stampeded into approving any of the various repressive legislative proposals pending.

Strict regulation of the networks, for instance, is unnecessary, in his view. "The objectives of those who advocate regulation can be accomplished by persuasion and public opinion," he said recently. "At times, networks have not been as responsible as they should be, but they've done a better job in the past two years than they have in the prior 10."

Taking a leaf from his own experience, Sen. Magnuson feels the FCC commissioners would do a better job if they "climbed down out of their ivory tower" and maintained closer contacts with the networks and the licensees.

Scaring Bureaucrats ▪ This is a pretty radical notion, coming, as it does, at a time when the merest hint of conflict-of-interest or *ex-parte* contact is enough to send a Washington bureaucrat running for the woods. Nevertheless, the senator feels the commissioners could maintain their integrity and still become better acquainted with broadcasters. "By knowing them well," he said, "they could do a better job than they can by staying aloof. In this industry, there are as many opinions as there are licensees and networks."

At the moment, Sen. Magnuson has two pet projects affecting broadcasting in the legislative mill. One bill (S-204) would amend the Communications Act to enable broadcasters to make free time available to future major party presidential candidates. Like just about every other legislator, Sen. Magnuson feels the Kennedy-Nixon debates last year constituted a tremendous service to the public.

His other project is educational television. Although a bachelor with no children of his own to educate, he has been working for eight years for legislation that would enable states to use federal funds to establish or expand educational television facilities. And his chances of seeing his efforts crowned with success this year are better than ever. His own etv bill (S-205) has passed the Senate, and a companion bill (HR 132), backed by the administration, is pending in a House committee.

A Senate Veteran ▪ Sen. Magnuson, a stocky, russet-haired individual whose well-tailored figure is often wreathed in clouds of smoke from his inevitable cigar, has become one of the most prominent members of the Senate in his 16 years in that chamber. He has had considerable success in pushing through Congress power- and other resource-development projects for his home state, and has initiated a number of important social welfare measures. He has also made a name for himself in foreign affairs; a decade ago he worked with the late John Foster Dulles in drafting the Japanese Peace Treaty.

Sen. Magnuson
Always has the votes

Sen. Magnuson, who ranks eighth among Senate Democrats and 11th in Senatorial service, has come a long way in his 56 years. Born in Moorehead, Minn., on April 12, 1905, he was orphaned at an early age. He grew up in Moorehead, and helped earn his keep during his high-school years by running a YMCA camp.

In 1922, he worked the wheat harvest westward, and got his first glimpse of Seattle from the open door of a Great Northern freight train car.

He apparently liked the view, for he settled down in Seattle. With the money he had earned in the wheat fields and, with the money he subsequently earned at a variety of jobs, including driving an ice wagon, he put himself through the U. of Washington and its law school.

He lost no time plunging into politics, and in 1932, when he was 27, he was elected to the state legislature. Two years later, he was elected prosecuting attorney for King County and, finally, made it to Washington in 1937 as a member of the House of Representatives. He made his first Senate race in 1944, and has been reelected twice.

Another Campaign. He will be seeking his fourth Senate term next year, and will be going home to do some preliminary campaigning when the current session ends. One message that he can be expected to deliver to the folks back home—and one that could be well heeded by broadcasters in general—is that he has, over the years, developed a considerable bank of goodwill in the Senate, on which he can draw to assure support for the bills he backs.

In addition, he has developed a set of delicate political antennae that tip him off as to the chances of a particular proposal.

For these reasons, he seldom makes a speech on the floor. It's his view that "if you need the speech, you don't have the votes; if you have the votes, you don't need the speech."

And "Maggie," his friends say, "almost always has the votes."

The problems of print

BESET by the criticism of bureaucrats, the self-serving attacks of print media and the well-publicized scorn of professional snobs, television broadcasters might be forgiven if they sometimes felt that things could not be worse. But they would be wrong. They could be in the newspaper or magazine business, for instance.

Just imagine: If you are engaged in the publication of a mass magazine or daily newspaper, nobody is sounding off in Congress about what a lousy job you're doing or running investigations to prove that point with hand-picked witnesses. You haven't been accused of creating a "vast wasteland" lately (and the accusation isn't apt to get much circulation even if it is made, because you control the headlines).

The only thing you have to worry about is your P&L statement. But unless you're the *New Yorker* or one of a handful of other unusually fortunate magazines and newspapers, that's enough. For your revenues, sir, are slipping. And in your heart you know this slippage is no freak mishap, for you are in a business where the trend is down.

This can be demonstrated statistically. Figures for the first half of 1961, for instance, showed that only television's revenues moved upward. But for graphic summary we have seen none better than Dick Pinkham's speech to the magazine promotion people a couple weeks ago (BROADCASTING, July 31). Mr. Pinkham, who is senior vice president in charge of broadcast operations for Ted Bates & Co., did not of course suggest that magazines are doomed. But what he did tell the magazine men was only slightly more encouraging. For instance:

"You think you've got competition now? It's going to get worse. And I would suggest that if you have lulled yourself into a trance of comfortable security because of the heavy barrage of criticism that has been leveled at television lately, you need psychiatric help."

Television programming, as Mr. Pinkham predicted, is going to get better. That has been its history and—with or without the goading of critics—the evolutionary process will continue. Even in the face of the heaviest attacks, television's attraction to people—the same people who "own" the air, to borrow a doubtful phrase—remains such that its revenues are still rising. No print medium can make that statement.

Newspapers and magazines have long been major investors in the broadcast media, and it seems likely as a matter of economic logic that the trend will continue and perhaps accelerate. In this summer of widely headlined discontent, television is fighting for its good name and its freedom. Its print competitors, whose name and freedom are not in issue, are fighting for their lives.

Too much too late?

IT WAS just as well that the FCC waited until its prerecess meeting to unload its deintermixture and drop-in omnibus tv package. The repercussions will resound long after it returns from its August hiatus and inevitably will wind up in Congress and the courts.

The stated objective is to create greater competition in underserved markets and at the same time give impetus to development of uhf as possibly the ultimate exclusive tv service (a development we cannot foresee in this lifetime). The objective is expedient from the regulatory standpoint, and the desire to accommodate at least three full-blown network outlets in all major markets is laudable. But there are countervailing considerations of whether the public will lose more than it gains.

Eight markets that now have two vhfs each are earmarked for a third vhf through the device of shorter separations. The FCC obviously selected the least extreme cases and committed itself to no additional drop-ins in derogation of existing mileage separations. The question here is whether these drop-ins will deprive substantial segments of the public of existing service through curtailed coverage of other stations on these channels. And, despite the promise, would this be the first step in a series of "break-downs" in tv that would follow the pattern that developed in am broadcasting during the past two decades?

The deintermixture proposals in eight markets present equally perplexing problems. Additionally there is to be considered the heavy investments made by the public in vhf receivers that would have to be replaced or converted as well as the substitution of clusters of uhf stations to replace each existing v in these single-station markets. Several of the vhf stations that the FCC proposes to remove are pre-freeze and in good faith should receive "grandfather" consideration.

All these arguments and many others will be developed in the weeks ahead and in response to the rulemaking notices due on Oct. 2. There is, for example, the potent argument that in inducing Congress to appropriate $2 million-plus last year for the New York city uhf experiments, on the theory that if uhf station clusters can cover the greater metropolitan area with its shadows, canyons and skyscrapers, uhf probably will work anywhere, the FCC committed itself to stand by on deintermixture until it knew the results two years hence.

What gives us greatest pause, however, is that the deintermixture rulemaking notice was approved by the margin of a single vote. And who were the three who voted against the package plan? The FCC's two engineering members—T. A. M. Craven and John S. Cross—and the dean of the commission, Rosel H. Hyde, who was the chairman after the freeze was thawed in 1952 and when tv allocations were given greatest impetus.

There was a time—before the new vhf stations were built in single station markets—when deintermixture would have been workable with minimal injury to the public and broadcasters. Any change now may be a major wrench and we have the notion that the public will make itself heard.

Drawn for BROADCASTING by Sid Hix

"I don't give a damn what the waves are saying. I want a radio and some news!"

EDWARD PETRY & CO., National Representatives

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